

# SOUTHERN AUTOMOTIVE JOURNAL

SERVING THE 19 SOUTHERN AND SOUTHWESTERN STATES

FEBRUARY 1959

We Trebled Customer Labor page 45

New Products for New Dollars page 56

Service page 70

University Microfilms  
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## Only Perfect Circle gives you 2-WAY POWER PROTECTION!

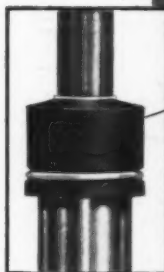
### 1. Perfect Circle Valve Seals

**solve problem of excessive oil consumption past valves!**

New rings and restored valve efficiency produce higher compression pressures—and higher deceleration vacuum. Increased vacuum draws oil through loose and worn valve guides. Stop this loss with *new* Perfect Circle Valve Seals!

**Be sure of customer satisfaction**

—Install Perfect Circle Valve Seals on all re-ring and valve jobs.



### 2. Perfect Circle 2-in-1 Chrome Sets

**solve problem of excessive oil consumption past pistons!**

2-in-1 Chrome sets provide the finest piston rings obtainable! Top rings and oil rings are plated with thick, solid chrome. Doubles life of cylinders, rings, pistons. No tedious break-in is necessary, rings are pre-seated at factory.

**Be sure of customer satisfaction**

—Install 2-in-1 Chrome sets for thousands of extra miles of power protection and positive oil control!



# PERFECT



# CIRCLE

PISTON RINGS AND

POWER SERVICE PRODUCTS

Hagerstown, Indiana

Don Mills, Ontario, Canada

ANOTHER **BLUE STREAK**  
SECRET SERVICE TIP FOR YOU.

# SHERLOCK McKANICK and MIKE

MIKE SAVES A  
VOLTAGE REGULATOR

MOST EMBARRASSING, MIKE!  
I ALMOST KILLED THIS VOLTAGE  
REGULATOR WITH MY OWN  
HANDS!

CHEER UP, SHERLOCK.  
IT CAN HAPPEN TO ANYONE  
WHO DOESN'T REMEMBER  
THAT THERE ARE **THREE**  
BASIC DIFFERENT TERMINAL  
ARRANGEMENTS



PLEASE, MIKE, DON'T RUB IT IN...

ELEMENTARY,  
MY DEAR SHERLOCK  
**BLUE STREAK** SERVICE  
BULLETIN 95-58  
SAYS...



DELCO-REMY  
TYPE



AUTO-LITE TYPE A  
AND FORD TYPE

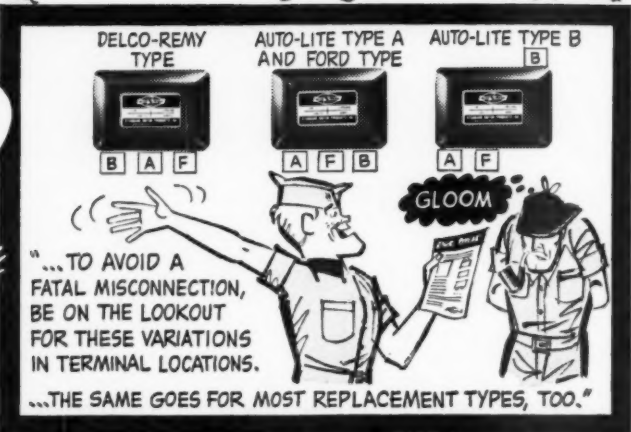


AUTO-LITE TYPE B



"...TO AVOID A  
FATAL MISCONNECTION,  
BE ON THE LOOKOUT  
FOR THESE VARIATIONS  
IN TERMINAL LOCATIONS.

...THE SAME GOES FOR MOST REPLACEMENT TYPES, TOO."



YOU, TOO, CAN BE AN IGNITION  
SLEUTH! JUST KEEP YOUR  
EYE ON **BLUE STREAK**  
SERVICE BULLETINS.



SHE'S **SO**  
RIGHT!

...AND  
**REMEMBER!**



FREE! SEND FOR SAMPLE **BLUE STREAK** BULLETIN  
95-58 VOLTAGE REGULATOR "INSTALLATION CAUTIONS"  
101 STANDARD MOTOR PRODUCTS INC. 37-15 NORTHERN BLVD.  
LONG ISLAND CITY 1, NEW YORK. (Once you're a  
registered **BLUE STREAK** dealer, you get the  
complete 416.)

**SO LONG**  
SHERLOCK!



NO WONDER  
40,000 BUSY  
DEALER SAY,  
**BLUE STREAK**  
IGNITION IS  
BETTER FOR  
YOUR BUSINESS!"

WORLD'S FOREMOST  
HEAVY-DUTY  
IGNITION LINE



REGULATORS • SWITCHES • COILS • CONDENSERS • CONTACT POINTS • WIRE and CABLE

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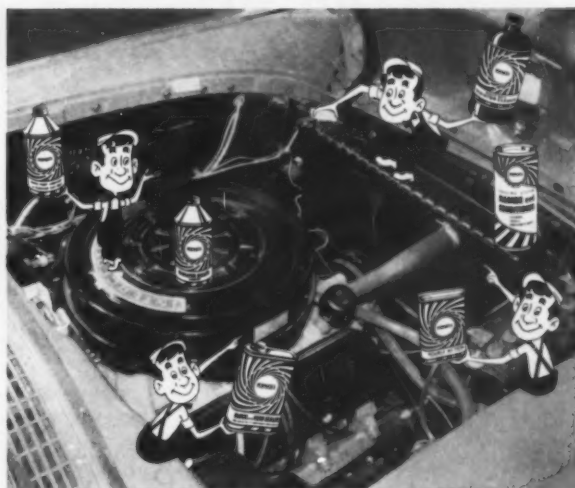
whatever you clean and polish...



whatever you need to seal...



whatever needs service oils and fluids... whatever a cooling system needs...



## THERE'S A PERMATEX PRODUCT TO DO IT BEST ...MADE FOR THE PROFESSIONAL!



You spend so much valuable *time* on all these jobs... isn't it logical to do them *right*... with the *best* products? Permatex products cost no more... yet do their jobs better and easier... make your work look good, last longer, satisfy customers more. And they're all made exclusively for you! Chemical products... made for the professional.

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SOUTHERN AUTOMOTIVE JOURNAL for February 1959

Want more facts? Use Reader Service Card Page 107

1

# NEW LIQUID DL

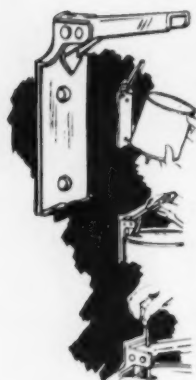
The **1<sup>ST</sup>** AUTOMATIC  
SELF-DISPENSING  
WATERLESS

LIQUID HAND CLEANER

**NOW AVAILABLE  
IN THE  
AUTOMOTIVE FIELD**

USED WITH OR WITHOUT WATER

"OUT-DATES" and "OUT-CLEANS"  
ALL OTHER LIQUID OR POWDERED SOAPS  
OR CONVENTIONAL HAND CLEANERS!



## NEW WALL BRACKET . . .

punctures, vents and locks container-dispenser into place in one simple operation. New dip stick indicates liquid level at a glance. Same bracket fits both 45 oz. and 100 oz. container-dispensers. No change-over needed.

## CLEANS HANDS CLEANER, FASTER! KEEPS HANDS IN GOOD "WORKING" CONDITION!

Dissolves and lifts out dirt and grease. Instantly and gently removes tenacious soils and stains conventional cleaners can't touch.

USED REGULARLY PREVENTS THE FORMATION OF  
INGRAINED GRIME.

Contains Lanolin to keep hands soft, prevent dryness and chapping . . . Hexachlorophene to give antiseptic protection to open cuts and bruises.



## NEW SHELF-SIZE CONTAINERS!

Fits easily into tool box, locker, glove compartment. Ideal for display and resale to service customers!

## CAN BE USED ANYWHERE . . .

mounted in isolated stations where water is not readily available, cuts down on many time consuming trips to washroom to wash hands.

## NO MESSY REFILLING . . .

simply insert DL Container-Dispenser and when empty throw away.



\*Patent Pending

SEE THE DL DISPLAY AT THE IASI SHOW IN CHICAGO, BOOTH #B-196-198

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COMPANY .....

ADDRESS .....

CITY ..... STATE .....



**DL PRODUCTS, INC. BUFFALO 4, N. Y.**

# SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 39

FEBRUARY 1959

No. 2

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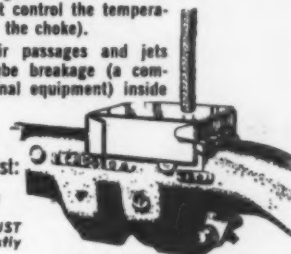
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ONLY THE ORIGINAL, GENUINE

## choke-stove

Can Eliminate Carburetor Troubles!

- 1 By providing the RIGHT AMOUNT of air to the automatic choke.
- 2 By providing that right amount of air at the RIGHT TEMPERATURE (original heat tube and other choke heaters cannot control the temperature of this air feeding to the choke).
- 3 By preventing plugged air passages and jets which result from heat tube breakage (a common occurrence with original equipment) inside the exhaust manifold.



Check the BPS "NO" List:

NO DRILLING! NO TAPPING!

NO OBSTRUCTION TO EXHAUST GAS FLOW! (which creates costly back pressures)

NO MANIFOLD SPLITTING! (from expansion and contraction differences of cast iron and steel due to extreme temperature changes)

**\$5.95**  
LIST

Engineered to the specific manifold—air-tight fit with the patented BPS asbestos seal—engineered Stoves not drilled bolts or simple heat tubes—mounted outside of manifold (not inside where heat is most intense and breakage chiefly occurs).

For All Popular Cars—SEE YOUR JOBBER

**BRAKE PARTS  
SPECIALTY**

1914 W. Washington Blvd.  
Los Angeles 18, Calif.

**\$10,784** in 1 year  
**SERVICING  
RADIATORS!**

"The very least we can say about our inland radiator servicing equipment is that we are delighted with it and the volume of business it has brought us. For instance, last year we grossed \$10,784 (net profit \$7,068.10) from our radiator dept. alone!"

—SIDNEY RADIATOR & GLASS SHOP  
Sidney, Mont. (Pop. 3,987)

Why send radiator jobs away? Add an extra \$8,000-\$12,000 a year with Inland's factory-method radiator servicing.

**JUST CONSIDER:** (1) There is an ever-growing number of autos, trucks and tractors in your area. (2) Modern cooling-system pressures have been increased to the point where radiators require far more frequent servicing.

**INVESTIGATE**—Have us mail you full details:

- ★ Photos and statements from Inland-equipped shop owners,
- ★ Inland's "Pays-For-Itself" payment plan,
- ★ Inland's free factory school which trains you quickly,
- ★ Inland's proved merchandising and selling helps.

**MAIL COUPON TODAY!** New free 48-page book explains everything.

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Please send new free book, "Blue Print for Profits."

FIRM

PLEASE PRINT

ADDRESS

CITY

ZONE STATE

BY

TITLE

If dealer, make of car sold.....  
Are you now operating a radiator dept.?

☐ Yes ☐ No



**NOW!**

**BONDO TWINS**  
*boost* SHOP PROFITS!



*JET ACTION*  
**BONDO**

The best yet for fast, easy  
application and general  
body repair use.

*FLEXIBLE*  
*"R-P"*  
**BONDO**

Use it for all body  
patches subject to  
heavy vibration and  
flexing. Two-tone mix-  
ing feature gives you  
positive results.



Be sure you get  
**BONDO**  
the original plastic  
filler. There is no  
substitute.

**BONDO DIVISION**  
**JAYCEE CHEMICAL CORP.**  
NORTHFORD • CONNECTICUT



## Automotive **SPOTLIGHT**

February 1959

A well-known Southerner looms as the most likely candidate to head up the National Automobile Dealers Association when elections take place next December. He's John H. Lander, the veteran Dodge-Plymouth dealer of Atlanta, who was reelected treasurer of NADA two months ago. Rumors from several well-placed sources at the convention earlier this month in Chicago placed top betting on the former president of the Georgia Automobile Dealers Association to be named to the helm of the approximately 24,000-member body. He's the son of a Methodist missionary, born in Brazil, and in earlier years was a finance executive at Greenwood, S. C.

There'll be no more \$70,000-a-year job at NADA for a spell. That was clearly indicated by some leaders. Frederick J. Bell's pay was skyrocketed from \$40,000 to \$70,000 a couple of years ago, bringing from some NADA directors an observation they'd like the opportunity of living off the raise alone. James C. Moore, acting executive vice-president, was among those being mentioned as likely successors to Bell, who resigned suddenly in December as differences with some directors waxed sharper. Moore, a native of York, S. C., has been general counsel of NADA for several years. Tenure in the top managing job has averaged around two years during the 42 years of NADA's life--certainly no encouragement for a competent attorney like Moore to try his hand at being manager.

Unions can chalk up another dealership success. A Savannah, Ga., firm lost to the International Association of Machinists by 16-7. At the Ford dealership there an election was also ordered. Dealers, garage operators and parts wholesalers were anticipating further efforts by unions over the Southland to add strength.

Will the small car market hit a million next year? Some experts are predicting that 1960 will see motor vehicle sales top the record set in 1955. With the "Big Three" bringing out their versions of the economy car to chew at a market currently being bagged by the Lark and Rambler American, the question has been constantly recurring in dealer discussions as to the impact to be delivered this fall when Chevrolet's rear-engine job and the small units from Ford and Chrysler show up. Too, what effect will be registered on those several thousand "Big Three" dealers who have dualled with Studebaker-Packard or American Motors? One S-P official pointed out, however, that no Chevy dealer had been signed up. GM and its two larger colleagues haven't hinted how the small car will be distributed.

The repair market's going to boom this year. That's the expectation of a sales authority who should know. Said Paul Putman, president of The AP Parts Corp., at a Toledo press conference late last month: "We see an increase of ten per cent in dollar volume of the automotive parts wholesaler on all goods and services for 1959 and probably a doubling of volume in the next ten years. On muffler and pipe volume alone, we see an increase of 15% in wholesaler-dealer volume for 1959 and we will do everything we can to help the wholesaler bring it about."

This parts manufacturer claims a first: A non-rust treatment for exhaust and tailpipes which will eliminate, for the duration of storage under normal conditions, the rust and eventual pitting which have attacked these items in storage, company officials reported.



# CONTROL!

and in trucks, tractors, and cars

## OIL CONTROL

### with Sealed Power KromeX Piston Ring Sets with Stainless Steel Oil Rings

Stainless steel oil rings are the reasons America's largest engine builders are using Sealed Power rings as original equipment.

New design... new material... fully tested! These rings come in fast, control oil even under high vacuum conditions or in tapered and out-of-round bores.

Just one of the reasons why...

They hold their fit in the cylinder bore. Sealed Power stainless steel oil rings are self-expanding. The new end abutment design gives them the greatest flexibility ever built into an oil ring.

When compressed in the cylinder, the correctly engineered number of spring tension points provide uniform outward pressure—without any back-up springs or shims (see arrow 1).

An equal number of sturdy shoulders supporting each steel rail produce complete contact with the cylinder wall (see arrow 2).



SS-SOU  
U. S. Patent  
No. 2,709,572



SEALED POWER CORPORATION • MUSKEGON, MICHIGAN

## Sealed Power KromeX Ring Sets

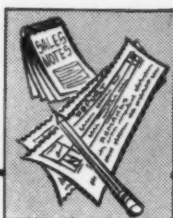
BEST FOR RE-RING!

BEST FOR RE-BORE!



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## Automotive MARKETS

### Mayfield, Ky., to Get General Tire Plant

**G**ROUND-BREAKING for The General Tire & Rubber Co.'s third domestic tire manufacturing plant, to be located at Mayfield, Ky., is expected to take place in early March, with completion and manufacturing to begin in 14 months.

Located in southwestern Kentucky, Mayfield was chosen over 35 other sites because of its advantageous geographical access to growing tire markets of the mid-western and central states, and because of its abundant water, power and gas resources.

The factory, which reportedly will incorporate the rubber industry's most modern machinery and production design, will be built on an 80-acre tract on the northern outskirts of the town. Basically, it will be a one-story, masonry construction providing 400,000 square feet of floor space and a continuous-flow production design.

Initial cost is expected to range between \$8,000,000 and \$9,000,000, and at peak production employment of nearly 1,000 persons is anticipated.

Citing an increasingly growing future demand for tires as the company's primary reason for building its new plant at this time, President William O'Neil said, "We have every confidence in the future economic expansion of the United States and in the growth of General Tire's business. Actually, the plans for the Mayfield operation have been so designed that the plant can be readily expanded to four times its original size as the demand warrants it."

### Texarkanans Name Mizell

President of the Texarkana (Ark.-Texas) Automobile Dealers Association is Ben Mizell, elected at the recent organizational meeting. Vice-president is Calvin J. Day. The group will meet the second Friday of each month at the Texarkana Club in Hotel Grim.

### Two Millionth Hardtop Built by Buick

**I**Ts 2,000,000th hardtop has been built by Buick Motor Division, reportedly the first manufacturer to reach that milestone.

Edward T. Ragsdale, the Hopkinsville, Ky., native who is general manager of Buick and vice-president of General Motors, presented the model—a four-door Electra 225—to his wife, Sarah, who inspired the hardtop styling a decade ago. Since that time every major automobile manufacturer has introduced its own version of hardtop styling.

### Rude Predicts 30% Rise In New-Car Sales

**D**OMESTIC new-car sales in this country in 1959 will total at least 5,500,000, according to Alan G. Rude, president of Universal C.I.T. Credit Corp.

High consumer confidence, combined with the backlog of demand built up by those who deferred purchases during the slump, were cited by Rude.

"In addition," he said, "the national trend to multiple-car ownership continues to grow and the second car has become an important factor in sales."

Including sales of imports, he said, sales should be close to six million this year, "compared with an expected total for 1958 of 4,600,000."

### Delco Ships a Million

Over one million electric motors were produced and shipped in December by Delco Appliance Division of General Motors Corp., establishing an all-time high record, according to General Manager Paul H. Rutherford. In his opinion, Rutherford said, the new production achievement resulted from the public's acceptance of the 1959 models and its desire for cars fully equipped with all the latest electric power assists.

### Renault Sales Increase By 120% in 1958

**S**ALES of Renault cars increased 120% during 1958, according to Robert E. Valode, vice-president and general manager of Renault, Inc.

Sales rises achieved by Renault and other small-car manufacturers during what is generally regarded as a "poor" year for the automobile industry, Valode said, "show that there is a substantial and growing market among American motorists for such a product."

Contributing to the rising demand, Valode said, are "low initial cost, gasoline mileage at least double that of 'big' cars, low maintenance costs and ease of handling in traffic."

Last year Renault, Inc., sold 59,968 cars to distributors, he said, compared with 26,438 in 1957. Present indications, he added, are that Renault will sell some 100,000 cars in this country during 1959.

### Olds Steering Sets Record

A record 91% of all 1959-model Oldsmobiles made since the beginning of production in September have been ordered equipped with power steering, according to General Sales Manager V. H. Sutherland. Through December, Sutherland said, 97,727 Roto-Matic power steering systems have been ordered on 107,361 Oldsmobiles. The 91% recorded through December, he said, compares with 85.9% installed during the entire 1958-model year.

### Charleston Dealers Reelect

George W. Stout (Chevrolet) has been reelected president of the Charleston (S. C.) Automobile Dealers Association, as have been F. B. James, vice-president, and Matthew O. Moye, secretary-treasurer. W. T. Smith, president of a local dealership bearing his name and past president of the association, was named a life member.



## Your prospects won't "keep"

Time can run out on you . . . and with it your sale. Delay in arranging financing and insurance can spoil even the best deal. Let Associates help you get financing clearance and insurance protection *when* the customer is *ready* to buy. Delay-free approvals and the many customer benefits of Associates Pleasant Purchase Program pave the way to more "one-stop" car sales—help you wrap up the complete deal before your prospect has a change of heart. Find out how Associates Pleasant Purchase Program can lead to more car sales for you . . . call the man from Associates for the facts.



*The Old Sage says...*

"The psychological moment when the customer is ready to buy doesn't last too long—we ready to close when it comes."



# Associates

SOUTH BEND, INDIANA

"We Care for Our Own"

ASSOCIATES INVESTMENT CO. — ASSOCIATES DISCOUNT CORP. — ASSOCIATES DISCOUNT (CANADA) LTD. — EMMCO INSURANCE CO.



# Automotive NEWS BRIEFS



This six-passenger Vedette is one of three new four-door, Simca luxury models, each with 106" wheelbase, now available through Chrysler Corp.'s Simca dealer organization in this country. Powered with an Aquilon V-8 engine of 84hp, the above model reportedly is unmatched in its price range among imported cars for completeness of equipment at no added cost. The Ariane model, with its own separate body, is available with either Whispering Flash four-cylinder, overhead-valve engine developing 48hp, or the Aquilon V-8 engine.

JANUARY	APRIL	AUGUST	DECEMBER
SMTWTFS	SMTWTFS	SMTWTFS	SMTWTFS
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## Looking Ahead

### DEALERS

- Feb. 22-23—Annual convention of Louisiana Automobile Dealers Association, Roosevelt Hotel, New Orleans.
- March 22-24—Annual convention of Automobile Dealers Association of Alabama, Tutwiler Hotel, Birmingham.
- April 13-17 — Convention cruise to Nassau by South Carolina Automobile Dealers Association, embarking in *Italia* at Charleston and returning to that port city.
- May 10-12 — Annual convention of Georgia Automobile Dealers Association, Atlanta Biltmore Hotel, Atlanta.
- May 22-23 — Annual convention of New Mexico Automotive Dealers Association, Western Skies Hotel, Albuquerque.
- Sept. 20-22—Annual convention of Kentucky Automobile Dealers Association, Kentucky Dam Village, Gilbertsville.
- Oct. 18-20—Annual convention of Florida Automobile Dealers Association, Robert Meyer Hotel, Jacksonville.
- Jan. 30-Feb. 3—Annual conven-

tion of National Automobile Dealers Association, Sheraton-Park Hotel, Washington, D. C.

### GARAGEMEN

- Feb. 20-21—Mid-year meeting of directors and advisory council of Independent Garage Owners of America, LaSalle Hotel, Chicago.
- June 24-27—Annual convention of Independent Garage Owners of America, Albany Hotel, Denver, Colo.

### WHOLESALEERS

- Feb. 15-17—National convention of Motor and Equipment Wholesalers Association, Conrad Hilton Hotel, Chicago.
- Feb. 15-17—Annual convention of National Standard Parts Association, Hotel Sherman, Chicago.
- Feb. 18-21—International Automotive Service Industry Show, Navy Pier, Chicago.
- March 9-11—Regional conference of Automotive Electric Association, Biltmore Hotel, Atlanta.
- March 25-26—Spring convention of Virginias - Carolinas Automotive Wholesalers Association, Robert E. Lee Hotel, Winston-Salem, N. C.
- May 17-19 — Annual convention of Automotive Wholesalers Association of Tennessee, Castle in the Clouds Hotel, Lookout Mountain, near Chattanooga.

May 17-20 — Annual convention of Automotive Engine Rebuilders Association, Royal York Hotel, Toronto, Ont.

June 22-23—Annual convention of Automotive Wholesalers Association of Alabama, Stafford Hotel, Tuscaloosa.

Sept. 27-29 — First convention of Southeastern Automotive Marketing Association, Biltmore Hotel, Atlanta.

Nov. 2-5—Annual convention and conference of The Automotive Warehouse Distributors Association, Muehlebach Hotel, Kansas City, Mo.

Feb. 10-14, 1960—Automotive Service Industry Show, Coliseum, New York City.

March 24-27, 1960—Southwest Automotive Show, Dallas, Texas.

### GENERAL

Oct. 5-7—Annual convention and exhibit of Truck Body and Equipment Association, Sherman Hotel, Chicago.

Oct. 28-30 — 12th annual convention and trade show of Automotive Parts Rebuilders Association, Roosevelt Hotel, New Orleans.

## Chrysler Division Ups Former Georgian

**H**ARRY C. Halstead has been promoted to the staff of the director of advertising and sales promotion of the Chrysler and Imperial Division of Chrysler Corp. in Detroit.

Joining the corporation in Atlanta, Ga., in 1955 as area sales promotion manager, Halstead was subsequently named sales promotion manager and distribution manager in the Chicago region. He grew up in Jacksonville, Fla., and attended Emory University in Atlanta.

## Mrs. Rees of MADA Resigns

Mrs. Helon Rees, office secretary of the Mississippi Automobile Dealers Association, resigned last month because her husband acquired a dairy farm near Florence, Miss., necessitating additional duties for Mrs. Rees there, it was announced by MADA Manager Carl G. Wallace.



## WHICH PIPE IS EASIER TO SELL?



### New! Merit Ever-Nu Pipes . . . Won't Rust in Stock

An important "first" in the industry. Now you can keep an adequate stock of pipes. And each pipe will be as bright the day you install it as the day it was made. Thanks to Merit's amazing Ever-Nu process, apologies for "new pipes with an old look" are a thing of the past. For Merit Ever-Nu pipes stay shiny and new looking in stock.

Ever-Nu applies two non-oily, rust-resistant coatings especially designed to keep pipes rust-free . . . even after long periods of storage. Every Merit pipe gets this protection.

Timely product advances like Ever-Nu—the result of Merit's continuing program of product improvement—are among the reasons why Merit has rocketed from 13th place to the Big 5 nationally in just 3 years. Join the big move to Merit now. Call your Merit Jobber.



Salt spray test simulates months of storage. Section of pipe treated with Ever-Nu process still looks new . . . the untreated pipe is badly rusted. (Photo from test by independent laboratory.)



# MERIT

*The big move is to Merit  
because Merit makes sales happen*

### MUFFLERS AND PIPES

Dept. 5B, 619 Smith St., Toledo 1, Ohio



Here's some reading matter that'll mighty quickly take your mind off the cold weather. Measuring 27" long, 17½" girth and with a 6" mouth, this large-mouth black bass was caught by William F. Boyte, Jr., the owner of Boyte Auto Supply, Lake Wales, Fla., on a Mitchell spinning reel, eight-pound test line, using a live shiner. Wanta know where? His relatives may yet be in Big Gum Lake ten miles east of Lake Wales.

## Jeep Sales Rose 11% Last Year

**D**ESPITE an industry-wide decline of 25% in commercial vehicle sales, full-year retail deliveries of Jeep vehicles were up 11%, C. W. Moss, vice-president and general sales manager of Willys Sales Corp., announced.

Domestic retail sales during December were the highest of any month in the company's history, he said, marking the sixth successive monthly increase. December retail volume was 75% above a year ago and placed sales for the final quarter of the year 40% ahead of the corresponding period of 1957, Moss said.

Factory sales to dealers were 17% ahead of 1957, he reported, with factory sales in the last quarter of 1958 at a new high of 49% over the previous year.

## Two Southerners Attend Chrysler Conference

**T**wo well-known Southerners were among five Chrysler and Imperial dealers participating in a conference with company executives in Detroit last month, at the invitation of C. E. Briggs, vice-president of Chrysler Corp. and general manager of the Chrysler

and Imperial Division.

E. J. Craig of Jackson, Miss., chairman of the national dealer council, and C. G. McKimmie of Richmond, Va., former council chairman, with other members took part in discussing over-all planning.

## South Carolina Dealers Change Cruise Dates

**T**HE convention cruise to Nassau of the South Carolina Automobile Dealers Association has been changed from May 17 to April 13-17, Mrs. Ella W. Ford, executive vice-president, announced.

Embarkation will be in the *Italia* from Charleston, rather than in the *Arosa Sun* as earlier planned.

R. F. "Bob" Pulliam, Columbia Ford dealer, is president of the association. H. E. Holley of Aiken is secretary-treasurer. Vice-presidents are W. H. Taylor of Batesburg, G. W. Stout of Charleston, H. E. Holley of Aiken, C. C. Goodwin of Sumter, J. H. Sitton of Greenville and C. B. Morgan of Orangeburg.

## Pitt County Tarheels Elect

The Pitt County (N. C.) Automotive Dealers Association has named Bob Young, Wynne's, Inc. (Chevrolet), Bethel, president. Other officers are G. D. Hathaway, B. & W. Chevrolet Co., Farmville, vice-president, and E. E. Dennis, F. & D. Motor Co. (Ford), Bethel, secretary-treasurer.

Russell Richardson, Jr., of Kelly Motor Co., Marietta, Ga., became the 500th mechanic to graduate from Chrysler Corp.'s Technical Center at Atlanta. Attending ceremonies last month, at which Richardson was presented a certificate and some gift tools were (l. to r.): Joe Kelly, Howard E. Miller, senior service instructor; S. Walter Kelly, Jr., Richardson, S. Walter Kelly, president of the dealership, and H. I. "Pat" Patterson, director of the center. "This training center has filled a long-felt need in the Southeast," the veteran dealer commented.





MECHANICS SAY...

# THIS RATCHET IS THE *Greatest!*

Just try this new Ratchet—you'll see why mechanics everywhere say it's the greatest. The patented design features a 12-tooth pawl compression engagement with a 60-tooth ratchet gear for a positive, wedging grip to equalize the load over a larger area as the pressure is increased. It's really rugged—in fact, production models show no measurable wear after a *quarter million* heavily loaded test pulls. It also has the small head and short swing that speed up the job, even in tightest corners. Only about an inch of swing, and it takes another bite!



12-tooth pawl actually engages 20% of the 60-tooth ratchet to give strongest locking action in the direction of force—yet, disengages FAST for a free-swing, ratcheting return.

Unit assembly simplifies maintenance. Complete ratchet renewal kit permits quick, do-it-yourself replacement—if ever required!

- Easily reversible, positive locking ratchet mechanism.
- Rust resistant, triple plate, chrome finish.
- Friction-free Teflon seal keeps lubricant in; dirt out.
- Precision made of finest alloy steel.

Find out what these great, new Ratchets can do for YOU...call your Jobber TODAY. All popular drives available. The New Britain Machine Co., New Britain, Connecticut.

# Blackhawk

NEW BRITAIN • CONNECTICUT

# HAND TOOLS



## McAllister Retires From Publishing

**A**FTER 42 years' association with the W. R. C. Smith Publishing Co., publisher of SOUTHERN AUTOMOTIVE JOURNAL and six other business journals, T. W. McAllister has retired. (See page 51.)

He joined the company in February 1917 after several years' retail merchandising experience. When this publication was founded in 1921, he became the first edi-



torial director and had continued in that position. At the time of his retirement he was also first vice-president of the company and editorial director of its other merchandising publications.

Commented William J. Rooke, chairman of the board:

"Mac' devoted practically all of his business life in the zealous effort of giving his uttermost to the building of the merchandising markets of the South. His conscientious efforts have been an important factor in the bringing of SOUTHERN AUTOMOTIVE JOURNAL to its present widely recognized position in the automotive field.

"Mac' plans to continue to reside in Windermere, Fla. While he is giving up his active duties and responsibilities, 'Mac' will always be 'on the team' as adviser and counselor. His many friends will join us in wishing him all happiness in the years ahead."

## Thomas Dies in Benton, Ark.

Oscar C. Thomas, 56, owner of Thomas Auto Co., Benton, La., since 1941, died last month in a Little Rock hospital.



A. F. "Fritz" Roberts, widely known in the automotive industry during the 24 years he has been advertising manager and subsequently business manager of Southern Automotive Journal, was elevated last month from secretary to a vice-presidency of W. R. C. Smith Publishing Co., publisher of this and six other business journals. A graduate of Georgia Tech, he joined the firm in 1931 and became advertising manager in 1935, later becoming business manager. Frank P. Bell, business manager of Electrical South, was also elected a vice-president. William C. "Bill" Herbert, editor of SAJ, was elected a director to fill the vacancy caused by the retirement of T. W. McAllister. Mrs. Seba J. Jones was elevated from assistant secretary and treasurer to secretary of the company.

## Ford Elevates Dudley

Robert E. Dudley has been named assistant sales manager for Mercury, Edsel, Lincoln and Continental cars in the Atlanta, Ga., district, which includes the Carolinas, most of Georgia and Alabama and a section of Tennessee, according to William A. Toms, Atlanta district sales manager for M-E-L Division of Ford Motor Co. Formerly on the M-E-L Division's central staff at Dearborn, Mich., Dudley joined Ford in April 1934 at the Chicago assembly plant.

## Paducah Picks Caskey

John Caskey of Caskey Pontiac Co. has been elected president of the Paducah (Ky.) Automotive Trades Association, succeeding Charles B. Wilson. Reelected secretary-treasurer was Lance Dossett of Dodds Garage Co.

## American Motors Reports Record Earnings, Sales

**R**ECORD earnings and sales for the first quarter of its fiscal year, which ended Dec. 31, have been reported by American Motors Corp.

The company earned \$21,052,168, or \$3.56 a share, President George Romney announced. This compares with a profit of \$4,948,736, or 89 cents a share, in the corresponding period a year ago.

Total production of Rambler cars in the quarter amounted to 84,279, compared with 41,492 built in the same quarter a year ago, or a 103% increase. Including the four Rambler series and the imported Metropolitan, U. S. retail sales of American Motors cars in the three-month period increased 122% over the quarter a year ago.

## Van Norman Founder Marks 96th Year

**F**REDERICK D. "Mr. Fred" Van Norman, surviving brother of the original founders of Van Norman Machine Co., Springfield, Mass., now Van Norman Automotive Equipment Co., Division of Van Norman Industries, Inc., last month marked his 96th birthday.

Despite his close approach to the century mark, Van Norman reportedly still visits the company offices frequently, maintaining a lively interest in its affairs.

## Columbia Dealers Name Jones

Newly elected officers of the Columbia (S. C.) Automotive Trades Association are Sam Jones, Hampton Motors, Inc. (Dodge-Plymouth-Studebaker), president; Jimmie Pulliam, Pulliam Motor Co. (Ford), vice-president, and W. H. Rockafellow, The Parts Co., secretary-treasurer.

## 3M Promotes Reeser

Promotion of Robert W. Reeser to national automotive sales manager for adhesives, coatings and sealers has been announced by Minnesota Mining & Mfg. Co. Formerly sales engineer, Reeser will continue to headquarter at the Detroit branch office.

*In the  
automotive  
service business...* **THERE'S NO BUSINESS  
LIKE CHEVROLET BUSINESS!**

**INDEPENDENT GARAGE OWNER:**

*"Chevrolet parts help me keep my customers happy and keep installation time to a minimum."*

**CHEVROLET PARTS MANAGER:**

*"Yes, Genuine Chevrolet Parts are designed to last and designed to fit properly."*

*Here's why there's no business like Chevrolet business:*

1. Over 16,000,000 Chevrolet cars and trucks on the road ... more than any other make.
2. Your Chevrolet dealer can be your one-stop source for genuine Chevrolet parts.
3. Genuine Chevrolet parts are built of the same quality materials and to the same rigid engineering specifications as the originals.
4. Your Chevrolet dealer can offer profit building service aids to help you serve Chevrolet owners.

CHEVROLET DIVISION OF GENERAL  
MOTORS, DETROIT 2, MICHIGAN



MAKE YOUR CHEVROLET DEALER YOUR PARTNER IN SERVICE

... HE IS READY, WILLING AND ABLE TO SERVE YOU!



Speaker of the House Sam Rayburn of Texas (left) and former House Speaker Joseph W. Martin, Jr., of Massachusetts (third from left) were recipients last month of the 1958 Silver Quill Award. In a lavish dinner ceremony at Washington's Sheraton Park Hotel Senator Lyndon B. Johnson (second from left) presented this highest honor of National Business Publications, an association composed of publishers of more than 200 business papers. Looking on at right is Richard P. Smith of Atlanta, chairman of the board of NBP and president of W. R. C. Smith Publishing Co., publishers of Southern Automotive Journal and six other journals. World diplomats and governmental leaders were among the approximately 1,500 attending the dinner.

## Howard of Toccoa Heads Georgia Garagemen

**L.** J. HOWARD of Toccoa is the new president of the Independent Garage Owners of Georgia, succeeding H. F. "Red" Reagin of Atlanta.

The election took place at the state convention last month at Macon.

Among other officers elected were Ray Jordan of Toccoa, who was elected treasurer.

Howard was also reelected president of the Toccoa unit of the IGOG and James R. Haynie was renamed secretary-treasurer. Ray Jordan was elected vice-president of the unit.

## Mercedes-Benz Sales Hit All-Time High

**R**ETAIL sales of Mercedes-Benz passenger cars in this country reached an all-time monthly high in December—up 15% over November and 90% above December 1957, according to F. L. Armstrong, general sales manager of Mercedes-Benz Sales, Inc., wholly-owned subsidiary of Studebaker-Packard Corp.

Said Armstrong: "I predict that this rising sales trend will continue through 1959 by virtue of our concentrated program to expand and

strengthen our 'quality dealer' organization and our trained field organization, to intensify our sales and advertising campaigns and to fully exploit the diversified Mercedes-Benz product line."

(More News Briefs on page 162)



Henry Lansdale, known as "Mr. NAPA" because of his more than 25 years as vice-president and general manager of National Automotive Parts Association, died late last month. He retired about four years ago but continued as chairman of the board. Lansdale joined NAPA in 1929 and soon became well known in the industry.

Pictured at the recent Washington (D. C.) Auto Show are Ralph E. Wainwright (left) of Wittstatt's, air conditioner distributors in that city, and Franklin D. Roosevelt, Jr., of Roosevelt-Fiat Automobile Co., presenting an automobile air conditioner to Miss June Danziger, who was the winner in the Washington show's queen contest.





# Worried about shop space?



## ROGERS HAS THE SOLUTION...

If your shop seems over crowded, it's probably because stalls are tied up rebuilding engines. Release your stalls now for other profitable work. Install Rogers Remanufactured Engines. One man can do the complete installation in a day with as much as \$125.00 profit for you.

Your customers are more than satisfied, too, for Rogers engines are completely rebuilt from the block up with new parts that meet original standards. As final proof of new car performance, each is run in under its own power, dynamometer-tested and fully warranted. Contact your Rogers distributor for the full profit-making story.

*Building top quality engines since 1920*

*... Rogers now serves the entire Southeast.*

**ROGERS**  
**Remanufactured**  
**ENGINES**

*1060 Huff Road, N. W., Atlanta, Ga.*



# DEALERS MAKE **BIG** PROFITS

Switch to the Hot Laher Quality Lines **AND MAKE MORE MONEY!**

## World Famous **MOUNTAIN MASTER**

**Sales jumped 76% in 1958!**

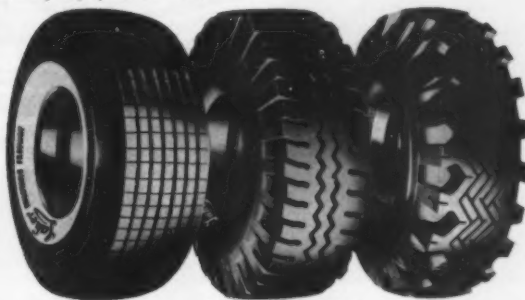
Guaranteed 3 full years (in average passenger car use). Manufactured of supreme quality materials and torture-tested on world's toughest proving grounds. **NOW IRON-CLAD** for amazing extra strength.



CALL LAHER AND SAVE

## Laher **MUSTANG** Tires— "The toughest thing in rubber"

A complete line for every passenger, truck and heavy equipment need.



CALL LAHER AND SAVE

## Laher Batteries

Famous as "The Battery with nine lives." A complete range of batteries for every need with guarantees up to 4 full years! States of California, Oregon, Washington and others are Laher battery customers.



CALL LAHER AND SAVE

## LAHER original equipment, replacement, overload and Booster Springs

There's a Laher spring for every automotive need—"Remember Laher when you break a layer."



CALL LAHER AND SAVE

## Laher Oil Filter Cartridges

Types to fit all autos and trucks; quality engineered of finest materials.



CALL LAHER AND SAVE

## Laher Brake Drums

Manufactured of highest quality alloy steel to the highest engineering standards conforming to original equipment specifications.



CALL LAHER AND SAVE

## NEW Laher **MOUNTAIN MASTER** Heavy Duty Brake Fluid

Quality engineered to meet or exceed SAE's specification 70 R 1. The ideal brake fluid for heavy duty car, truck or bus operation. Guaranteed harmless to rubber cups and hoses; mixes with any other approved fluid.



CALL LAHER AND SAVE

WE'LL PROVE YOU MAKE MORE PROFITS SELLING THE LAHER LINE . . . CALL YOUR NEAREST JOBBER OR LAHER BRANCH FOR COMPLETE DETAILS TODAY.

## LAHER SPRING & TIRE CORPORATION

OAKLAND: 26TH & MAGNOLIA STREETS, HI 4-1350 • MEMPHIS: 300 MADISON AVENUE, JA 3-1344



FORT WORTH  
910 Florence St.  
FD 6-0182

PORTLAND  
N.W. 15th & Davis  
CA 7-1406

LOS ANGELES  
807 East 8th St.  
MA 7-3535

SACRAMENTO  
1217 - 16th St.  
GI 2-6851

SEATTLE  
714 E. Pike St.  
EA 2-0366

SALT LAKE CITY  
541 South State St.  
EM 3-5871

PITTSBURGH  
5515 Penn. Ave.  
HI 7-7644

SAN FRANCISCO  
98 - 12th St.  
AL 2-7106

SPOKANE  
1319 W. Second Ave.  
HI 7-3105

ST. LOUIS  
3041 Olive St.  
JE 1-2727



The man  
who sells  
**OLDSmobility**  
FEATURES  
QUALITY FIRST...  
In what he sells  
and how he sells!

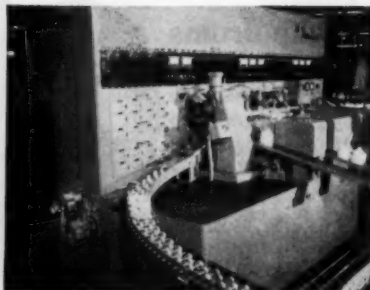
It's great to be on the Quality team—to represent a product that *looks, demonstrates, and has the finest reputation for quality in the industry*. Olds dealers are quality dealers. They sell to people who know and appreciate value. They profit from the highest owner loyalty in the medium price class, prosper on the highest ratio of repeat business. They know the bright side of automobile retailing. They know that this year, and every year . . . it's smart to be with Olds.

## OLDSMOBILE

DIVISION OF GENERAL MOTORS CORPORATION, LANSING, MICHIGAN



**MANUFACTURING STANDARDS** at Oldsmobile are maintained with the latest in precision equipment. Electronic devices on this crankpin grinder automatically halt output if any dimension is in error.



**INGENIOUS ELECTRONIC DEVICES** keep constant watch over quality. This automatic inspection station "sizes up" every Rocket piston for size, for taper, for critical diameters—down to .0001 in.



**"THE NEXT INSPECTOR IS OUR CUSTOMER"** says the poster at the end of the assembly line, expressing the attitude of everyone at Oldsmobile. Olds owners expect quality, and they get it.

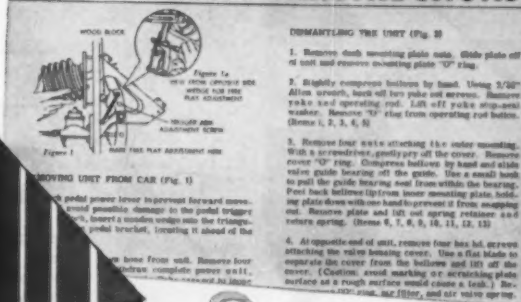


# Wagner makes it easy for you to handle

## POWER BRAKE REPAIR JOBS



### "HOW-TO-DO-IT" INSTRUCTIONS



## Wagner Lockheed POWER BRAKE REPAIR KITS each contain a detailed "HOW-TO-DO-IT" INSTRUCTION SHEET

Every Wagner Lockheed Power Brake Repair Kit includes an easy to follow "How-to-do-it" instruction sheet that will enable any mechanic to turn out repair jobs faster, better and more easily.

The instruction sheet names and identifies all parts and shows the steps to be taken in disassembly and assembly of all sub-units and components. Your mechanic does not need previous specialized experience in order to repair a power brake.

Wagner is first in the field with a complete line of Power

Brake Repair Kits...and with a "How-to-do-it" program to help you tap this new source of profitable business.

**THE MOST COMPLETE LINE**—Wagner Lockheed Kits are available for all makes of cars...with a selection of single packaged units, major kits, minor kits, packing kits and poppet valve kits.

There's a supplier of Wagner Products located near you. Consult him for details, or mail the coupon for a FREE copy of Catalog AU-1300.

## Wagner Lockheed

*the best known name in brake service*

LOCKHEED BRAKE PARTS, FLUID, EXCHANGE SHOES and LINING • AIR HORNS  
AIR BRAKES • TACHOGRAPHS • ELECTRIC MOTORS • TRANSFORMERS • INDUSTRIAL BRAKES

SOUTHERN AUTOMOTIVE JOURNAL for February 1959

Want more facts? Use Reader Service Card Page 107

### Wagner Electric Corporation

6362 PLYMOUTH AVENUE, ST. LOUIS 14, MO., U.S.A.  
(Branches in principal cities in U.S. and in Canada)

Please send your Power Brake Repair Kit Catalog AU-1300.

NAME \_\_\_\_\_

FIRM NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY & STATE \_\_\_\_\_

WP59-18

**completely new idea in filters**

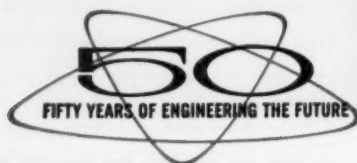
*3 out of every*



**HERE IS AN  
UNTAPPED MARKET—  
A GOLD MINE OF SALES  
FOR YOU IN THIS FAST-  
MOVING, FAST-PROFIT  
ITEM—SUCCESSFULLY  
TEST-MARKETED  
TO SELL FOR **\$3.95****  
plus  
installation

Three out of every four cars on the road today don't have gasoline filters—yet need them to get all the power and performance in today's modern fuels! In fact, surveys show only 1% of all motorists even realize there is such a thing as a gasoline filter! This means a brand-new field of profits for you in the revolutionary new Carter in-the-line Gasoline Filter—because we're selling it to motorists as a completely new idea—a completely new product!

Not only that, but we've already proved this filter's power to pull sales for you—at the popular \$3.95 price—by advertising and promoting to motorists in two of the toughest test cities in the country! Now we're opening up this gold mine of sales right in your own home town—get ready to pick up your profits!



## **CARTER GASOLINE**

endorsed by

**Tom McCahill**

famous automotive authority

*"traps road dirt,  
frees power!"*

*"Whatever kind of a car you drive,  
new or old, big or small, the  
Carter in-the-line Gasoline Filter  
really does the job in delivering  
clean, pure power to the engine.  
I know—I've got one on my car—and  
two more on my cruiser."*



*Tom McCahill*

Tom McCahill is known to millions of motorists throughout the country. When he says something, they stop, look . . . and buy! Tom's famous face will be featured in Carter's mighty advertising push to your customers!

**FULL PAGES IN THE POST AND  
LIFE**

Full-page, across-the-board blasts in both LIFE and THE SATURDAY EVENING POST—followed by a hard-hitting schedule of full pages and half-pages in THE POST or LIFE every week! A socko Window Poster—an Ad Reprint Poster—a colorful Consumer Folder designed to get sales from both the impulse-buyer and the motorist who likes "to think it over"—an attention-getting Display Rack, striking Display Carton and handsome, individually packaged Filters—wrapped into one of the fastest-moving profit "packages" you ever handled!



# **CARTER**

# opens up big, easy-to-sell market 4 motorists!

## IN-THE-LINE

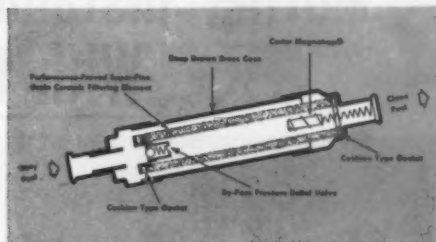
## FILTER

### MOTORISTS WANT IT, NEED IT BECAUSE:

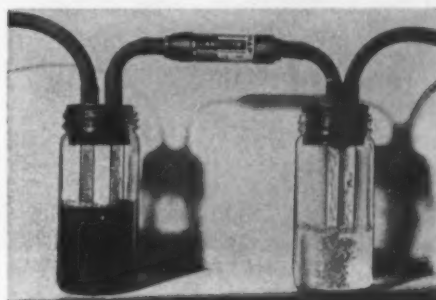
increases power and gas mileage • stops gas waste, flooding, stalling caused by road dirt, foreign particles that enter every gas line • traps invisible metal oxides with Magnatrap® • Extensive laboratory research, plus exhaustive road testing covering hundreds of thousands of miles, proves the Carter in-the-line Gasoline Filter affords maximum filtering performance for one full year under normal driving conditions, without filter replacement.

### SERVICEMEN, MECHANICS PRAISE IT

"... it'll sell like hotcakes!" "No more crowded, cramped and cussed installations—I can choose where to put it on the fuel line..." "Easiest thing in the world to replace." "Sure can sell these. It's an item that will bring customers in." ("that little tube-cutter is terrific!") "Neat-looking—magnatrap is a good idea to catch metal oxides." "I can sell it almost every time I raise a hood!"



**UNIQUE DESIGN** of Carter in-the-line Gasoline Filter provides maximum available surface to trap dirt and foreign particles as gasoline is forced through filtering element.



### DRAMATIC COLOR-TRACER TESTS PROVE FILTERING ACTION

Scientific tests by independent research organization prove Carter Filter stops 99.5% of all gas line impurities small as 1/100,000th of an inch and 93.7% of particles even smaller.

# FREE!

With your initial order for a Carton of 10 Filters, you get this eye-catching, space-saving **DISPLAY RACK**, the handy **TUBE-CUTTER** (has dozens of uses), two Window Posters and 50 colorful Consumer Folders!

Each filter individually packaged in gleaming transparent plastic case... colorful Carton itself is a self-selling display unit. Each Carton contains one universal assortment for complete coverage of today's cars —no need for you to stock slow-moving odd sizes in quantity.



## STOCK UP NOW...

be ready for the big, steady demand!

## CALL YOUR SUPPLIER TODAY!

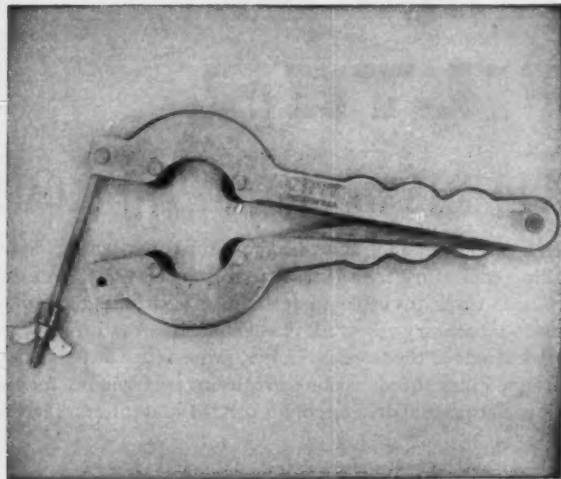
# CARBURETOR

DIVISION OF **QCF** INDUSTRIES, INCORPORATED  
ST. LOUIS 7, MISSOURI



According to Thousands of Satisfied Users . . . .

## Muffler Installations are Easier, Faster ... With the Famous Zippy Twins!



ZIPPY MUFFLER TOOL—Patented U.S.A. (Replacement blade set with clevises & locks, \$2.40)

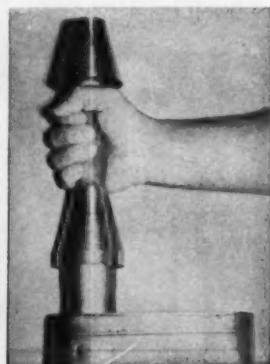
### **You** Too Can Cut Muffler Installation Time in Half With the Zippy Muffler Tool & Pipe-end Shaper

#### **ZIPPY MUFFLER TOOL . . .**

- Zip-Zip: It's cut through! No more hacksaws or cutting torches . . . 30 second operation.
- Lightweight, rust-proof construction. Fits 1½" to 2½" pipe with single adjustment.
- Positive self-aligning action. No rough or out-of-round edges.

#### **ZIPPY PIPE-END SHAPER . . .**

- Rounds out 1½" to 2½" muffler and pipe ends—inside and outside dia.—in two easy strokes.
- Tool steel construction, unconditionally guaranteed.
- Makes installations easier . . . increases profits on every job.



ZIPPY PIPE-END SHAPER—Patent Pending

**\$975** Each. Gar. Net  
**MUFFLER TOOL**  
(Includes spare blade set)

See Your Favorite Jobber  
or Tool Specialist

**\$975** Each. Gar. Net  
**PIPE-END SHAPER**

**MUFFLER PRODUCTS CORP.**  
BOX 492 HOUSTON, TEXAS

“*Hi-Therm*”  
michigan  
engine bearings...the

**QUALITY**

only original  
equipment  
experience  
can produce!

Original Equipment quality is the product of original equipment experience. You and your customers can count on Michigan for every replacement the same as leading car manufacturers have counted on Michigan since 1925. For a better job and more customer satisfaction — ask your jobber for Michigan Hi Therm engine bearings.

CAMSHAFT BEARING



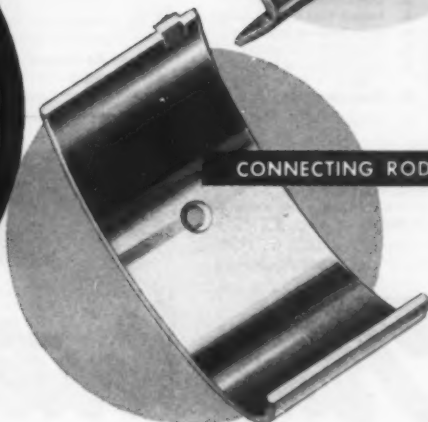
MAIN BEARING



FLANGE BEARING



CONNECTING ROD BEARING

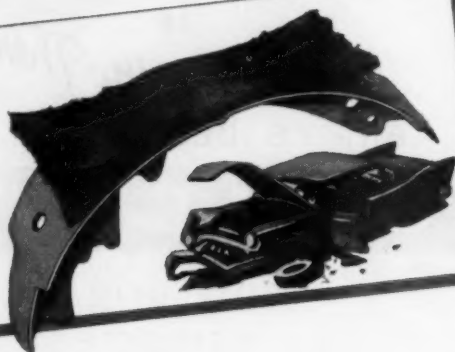


**DETROIT ALUMINUM & BRASS CORPORATION**

DETROIT 11, MICHIGAN

MANUFACTURERS OF ENGINE BEARINGS FOR ORIGINAL EQUIPMENT SINCE 1925

**LIKE A PERMIT  
TO KILL...**  
cheap bonded brake shoes!



**Not all bonded brake shoes are as safe as**

*Raybestos*

Right at this moment down some back alley in an old garage, the fast-buck boys are cooking up a mess of linings and slapping them on shoes. In just a couple more hours they'll be peddling these murder weapons... at what looks like a very attractive price. We don't think you'll buy. You want to keep your customers safe and satisfied... and you can't with cheap, untested, bonded brake shoes. You need Raybestos to do a good job that means repeat business.

**Raybestos Sure-fire Sales Supports!**



Giant sign detours traffic your way, helps you take full advantage of the one merchandising plan that really makes wheels off pay off...

*Raybestos* **7 POINT BRAKE CHECK**

1. Pull front wheels, inspect linings
2. Check brake drums
3. Inspect front wheel bearings
4. Clean brake assembly
5. Check hydraulic system
6. Adjust brakes or recommend reline
7. Road test brakes



Raybestos Brake Service Clinics, featuring color films on trouble shooting brake work, train your mechanics.

RELINE WITH

*Raybestos*

**AMERICA'S BIGGEST SELLING FRICTION MATERIAL**



**RAYBESTOS DIVISION of Raybestos-Manhattan, Inc., BRIDGEPORT, CONN.**

RAYBESTOS-MANHATTAN, INC., Brake Linings • Brake Blocks • Brake Fluid • Clutch Facings • Industrial Rubber • Mechanical Packings • Asbestos Textiles • Engineered Plastics • Sintered Metal Products • Rubber Covered Equipment • Laundry Pads and Covers • Abrasive and Diamond Wheels • Industrial Adhesives • Bowling Balls

**WHY RANK RAYBESTOS LINED BRAKE SHOES  
ABOVE ALL THE REST?  
SEE FOR YOURSELF—MAKE THIS COMPARISON TEST!**

- |                                                                                                  | RAYBESTOS | OTHER BRAND |
|--------------------------------------------------------------------------------------------------|-----------|-------------|
| 1. Approved by the United States Government under lined brake shoe specification No. KKK-B-00640 | X         |             |
| 2. Produced by a basic manufacturer of brake shoes                                               | X         |             |
| 3. Produced by a basic manufacturer of bonding cements                                           | X         |             |
| 4. Produced by a basic manufacturer of brake lining                                              | X         |             |
| 5. Laboratory tested on dynamometers                                                             | X         |             |
| 6. Proving ground tested on one of the largest company-owned test fleets                         | X         |             |
| 7. Contain no drum-scoring wire backed linings                                                   | X         |             |
| 8. Every shoe shear tested for bond strength                                                     | X         |             |
| 9. Ground as follows to meet vehicle manufacturers' specifications:                              | X         |             |
| a. Standard Contour Ground                                                                       |           |             |
| b. Contour Anchor Ground                                                                         |           |             |
| c. Contour Cam Ground                                                                            |           |             |
| 10. For use on power or manually operated brakes                                                 | X         |             |
| 11. Linings made by 8 different manufacturing processes                                          | X         |             |
| 12. Right combination of linings for each make and model car                                     | X         |             |
| 13. Produced by supplier of brake lining to original equipment vehicle manufacturers             | X         |             |
| 14. Branded with manufacturer's name, number and shoe position                                   | X         |             |
| 15. Come in sealed boxes for customer protection                                                 | X         |             |
| 16. Reduce your overall investment in cores                                                      | X         |             |
| 17. Give maximum coverage with minimum inventory, yet have no improper substitutions             | X         |             |
| 18. Bonded under factory specifications and supervision                                          | X         |             |
| 19. Linings properly positioned on shoes                                                         | X         |             |
| 20. Acclaimed the first choice of car owners and the trade in independent surveys                | X         |             |
| 21. Advertised to car owners in national magazines and network radio                             | X         |             |



If you would like a large-size copy of this important comparison chart for your own ready reference, write to Raybestos Division of Raybestos-Manhattan, Inc., Bridgeport 2, Conn.

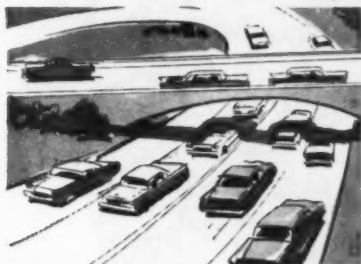
Illustrated is the new 1959 Chevrolet brake shoe with "fire brand groove" to dissipate heat. Now available.

# FRAM'S "TREASURE HUNT CARS" ARE ROLLING! IN THE FABULOUS FRAM \$60,000.00 SILVER ANNIVERSARY TREASURE HUNT!



**HOODS UP FOR TREASURE!**

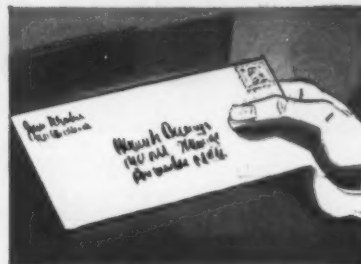
*Read how to get your share!*



**10,000** secretly marked FRAM Oil and Air Filter Cartridges were distributed last year and installed in old and new cars across the country during regular servicing. These cars are now on the road!



**FILTERS PAY UP TO \$1,000...** if tagged like this! Each Treasure Hunt Tag has a predetermined value—based on a drawing supervised by bank officials. Values are: \$1,000, \$500, \$100, \$50, \$10, \$5, \$1.



**WHEN YOU FIND** a Treasure Hunt Cartridge, do this: (1) Detach Treasure Hunt Tag (2) Mail to FRAM with your name... your customer's name... and your wholesaler salesman's name. All three win!



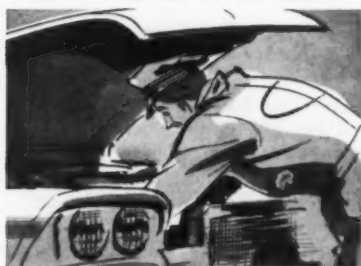
**FRAM WILL GIVE YOU** the cash amount already assigned to the cartridge you find... up to \$1,000! The car-owner will get the same amount... so will your wholesaler salesman! *Everybody* has a chance to win!



**MOTORISTS WILL LEARN ABOUT** Treasure Hunt... from repeated announcements over CBS and Mutual networks during Spring change-over, and from FRAM national magazine advertising.



**YOU CAN'T LOSE!** Whether or not you find a winning tag, you're bound to get all the extra sales built by this Treasure Hunt: Added oil changes, lube jobs and new Oil and Air Filter sales!



**CHECK EVERY CAR!** Check both oil filter cartridge and air filter cartridge. Start NOW! Treasure Hunt ends June 30, 1959, and is subject to Federal, state and local laws and regulations.



**ANOTHER BIG "PLUS"!** This luxurious sweater can be yours... *at no extra cost*... to use as an award in an oil-change and filter-change drive among your own men. See FRAM D-8 PROMOTION at right!

**D-8 promotion for your men...** At no cost to you! You get one beautiful SWEATER packed with 2 FREE FRAM CARTRIDGES (1 C-4 & 1 CH-6PL) and SCORE CARD for only \$4.50... with the purchase of any 24 FRAM cartridges. When you sell the 2 FREE FRAM Cartridges at regular list, you recover the entire cost of the D-8.

**RUN YOUR OWN SALES DRIVE!** FRAM makes it easy... with FULL instructions and FREE SCORE CARD. Just assign point value for each oil and filter change... set a time limit... and award sweaters to winners!

**FRAM CORPORATION**  
Providence 16, R. I.





**SARAN FIBERS**



## WIN FABULOUS TRIPS IN SARAN GOOD CAR KEEPING CONTEST



Every time you sell a set of Saran Seat Covers, you have another opportunity to win a glamorous all-expense paid trip for two—plus a host of other valuable prizes. Each retail sale you make entitles you to one free entry in the Saran "Good Car Keeping Contest", sponsored jointly by Dow, the Saran filament manufacturers and fabric weavers.

And the best part of this contest is that all you need to do

is sell seat covers. The more Saran Seat Covers you sell, the more chances you have to win. For complete details on this "unusually-easy-to-win" contest ask your employer or contact the manufacturer or jobber who supplies your store with Saran Seat Covers. The contest is on now so don't delay any longer. Win that trip you've always dreamed about. It's easy when you enter the Saran Good Car Keeping Seat Cover Contest.

*Good Car-Keeping begins with beautiful seat covers!*

HERE'S A LIST OF SOME OF THE PRIZES: 1 Two all-expense paid trips to Paris for two. 2 Two all-expense paid trips to Hawaii for two. 3 Four all-expense paid trips to Bermuda or Mexico for two. 4 Four RCA color television sets. 5 Twenty Voice of Music Hi-Fi sets or sterling silver services.

**THE DOW CHEMICAL COMPANY, MIDLAND, MICHIGAN**



This will make  
your autobody  
repairs **FASTER . . .**  
**EASIER . . . MORE**  
**PROFITABLE!**



New

# FILLERite SYSTEM

featuring  
**CURE-IT 4-20**

... the exclusive **POWDER** catalyst  
that lets you control consistency  
of the mix and curing time!

- **HOURS FASTER . . .** than old-fashioned methods.
- **CUTS COSTS, INCREASES PROFITS.**
- **ECONOMICAL . . .** a 3-pound can takes the place of 18 to 20 pounds of solder.
- **NON-TOXIC . . .** no Glass dust, no fire hazard.
- **SIMPLE, EASY TO USE . . .** only one *powder* catalyst to add. No sloppy liquids. No exact measurements . . . and you control consistency and working time by simply adding more or less powder.
- **DOES A BETTER, STRONGER-THAN-NEW JOB . . .** that pleases customers, insures your reputation.
- **PERMANENT . . .** bonds positively. Won't shrink, crack or soften. Not affected by gas, oil, salt water or most solvents.
- **TAKES A MIRROR-SMOOTH FINISH . . .** and can be sawed, filed, sanded, drilled or tapped.
- **TAKES ALL PAINTS . . .** no special fillers or primers needed.

SEND NOW FOR YOUR *Free Booklet*

... that tells you all about FILLERite and proves how this *modern* system for autobody repair will save you time and money. Just fill in and mail the coupon below.

FORMULATED AND MANUFACTURED BY

## BAIRD DYNAMIC CORPORATION

1700 STRATFORD AVENUE, STRATFORD, CONNECTICUT

### *Profitable Distributorships Open!*

Profitable business opportunities are available for distributors and jobbers stocking fast-selling FILLERite. Many choice territories are still open. If you are interested in a distributorship, check off the box in the coupon below . . . and mail today!

- ☐ I would like complete information on FILLERite. Please send me my free copy of Circular No. 100.
- ☐ I am interested in a FILLERite distributorship. Please send me additional information without obligation.

#### BAIRD DYNAMIC CORPORATION

1700 Stratford Ave.,

Stratford, Conn., U.S.A.

NAME _____		
COMPANY _____		
CO. ADDRESS _____		
CITY _____	ZONE _____	STATE _____
MY SUPPLIER IS _____		
STREET _____	CITY _____	STATE _____

VISIT OUR BOOTH at the 1959 PACIFIC AUTOMOTIVE SHOW, SAN FRANCISCO, CALIF., March 12-15th, 1959



# SELLING SLANTS

## MONEY-MAKING FACTS

AC helps you see with **THE**  
**NEW "SERVICE**  
**LIGHT" PROMOTION**  
**... to lighten your work**



**DUAL ALUMINUM SHADE!** This AC feature eliminates the danger of burns to the user.



**RADIATOR CAP ADAPTER!** The AC Service Light can be instantly installed on the radiator of the car for convenient under-the-hood illumination.



**UNIVERSAL ADAPTER!** Easily mounted on creeper or work bench, the AC Universal Adapter provides on-the-spot lighting.

## Order any 48 AC Spark Plugs Now!

First, you'll like what you see about the AC Service Light! It's designed with you in mind so you can use it in any number of convenient ways . . . on the car . . . on the creeper . . . on the work bench! It comes complete with two adapters and a full 18 feet of extension cord, and it works equally well with standard or heavy-duty light bulb. The long, flexible "gooseneck" of the AC Service Light swivels 360° and is vinyl coated to protect it from dirt and grease.

It's easy for you to own and enjoy the AC Service Light! Just order any 48 AC Spark Plugs and you can receive the Service Light *plus* eight type #46 AC Spark Plugs worth \$8.24! The sale of the 8-pac pays for the promotion package.



AC SPARK PLUG  THE ELECTRONICS DIVISION OF GENERAL MOTORS

# OF THE MONTH !

## FOR DEALERS

You'll sell more Headlamps when you have

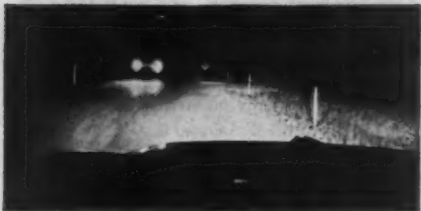
these **GUIDE T-3** Powerbeam **50**



# HEADLAMPS



With older seven-inch lamps, potential road hazards are not sharply defined.



New Powerbeam 50 Headlamps clearly show warning sign, bridge abutment and other roadside hazards.

## The ideal replacement for 2-headlamp cars!

Now, when days are short and nighttime driving hours are the greatest, be sure you have Guide T-3 Powerbeam 50 Headlamps in stock. Don't miss sales.

Call every 2-headlamp system car owner's attention to the new, improved headlamp. Tell the owner this new lamp increases safety with *more light—aimed right* . . . He gets 50 additional feet of light on lower beam alone . . . He gets full 50-watt light strength on *both* upper and lower beam.

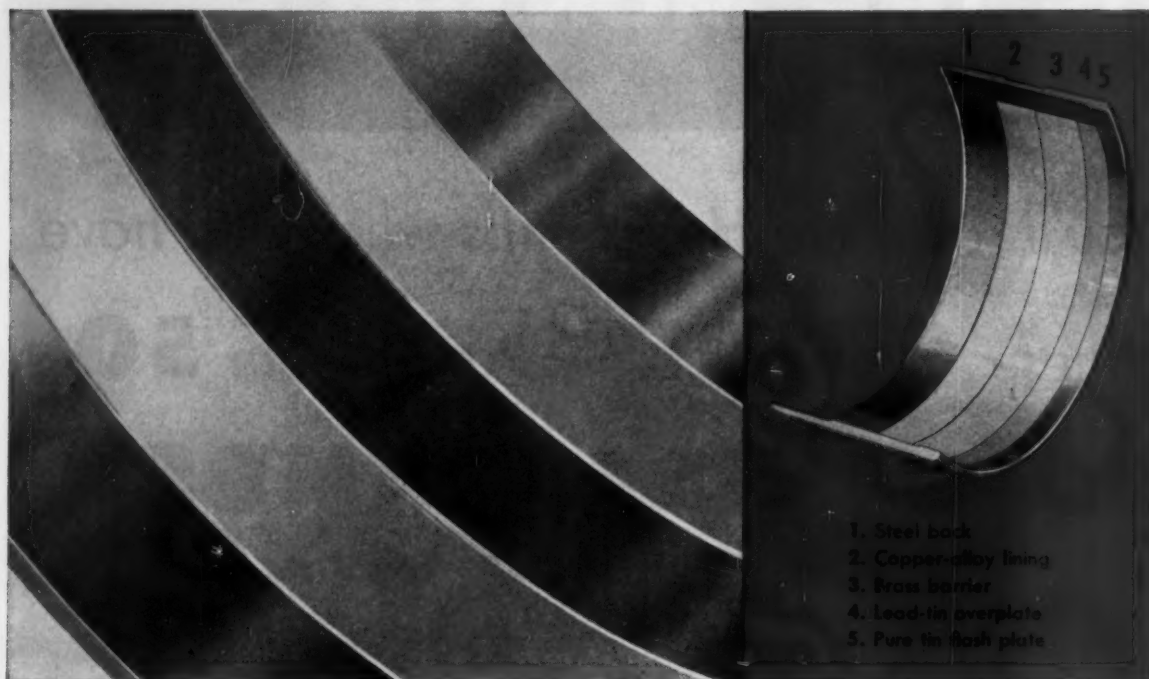
This is the right light. It's mechanically aimable even in daylight. Brings dual-lamp system benefits to owners of older cars. Get the extra business.



CALL YOUR REGULAR SUPPLIER TODAY!



Better products, faster, from your Federal-Mogul jobber:



Federal-Mogul "pours" extra mileage into this bearing...  
just one of 5,800 types and sizes



Pure copper-lead powder is one of *five* layers—each vital to long bearing life, real customer satisfaction

Every tiny particle of this super-fine metal powder is an alloy—a perfect proportion of copper for strength, and lead for softness. Federal-Mogul makes it by a patented process to give bearings *extra-long* service life.

Sintered engine bearings actually are made in *five* layers: 1. Steel back for strength and bond; 2. Copper-lead sintered lining; 3. Brass barrier for lining stability; 4. Lead-tin overplate for smoother "break-in"; 5. Pure tin flash plating for corrosion resistance. They're the finest-quality engine bearings on the market today.

Whatever type or size bearing you need to rebuild like-new performance into cars or trucks, you'll find it in the complete Federal-Mogul line. You'll get fast service on all 5,800 numbers from your Federal-Mogul jobber. Call today!

**FEDERAL-MOGUL ENGINE BEARINGS**

FEDERAL-MOGUL SERVICE

DIVISION OF FEDERAL-MOGUL-BOWER BEARINGS, INC. • DETROIT 13, MICHIGAN



I. A. S. I. SHOW  
See us at  
Booths C-83  
thru C-88,  
February  
18-21

Better products, faster, from your Bower bearing jobber:



**HONING PROCESS** mows down microscopic imperfections still left on bearing raceways after final grinding.

## Bower mows down sub-miniature "mountains" so bearings roll longer out on the road



**Bower hones bearings to cut friction and wear . . . save your customers' time and money**

Finish grinding of bearing raceways still leaves minute surface blemishes—"mountains" under magnification. So Bower takes a costly extra step . . . uses a honing operation to smooth off these microscopic "mountains."

Super-finished raceways offer less resistance to rollers. This reduced friction naturally results in less wear and longer life for Bower tapered roller bearings in all over-the-road conditions. Your customers get more mileage from cars, more work out of trucks. And Bower bearings are engineered to save you time and effort . . . help you make a fair profit on every replacement job.

Your Bower jobber can give you immediate delivery on Bower automotive bearings. Call him today!

# BOWER ROLLER BEARINGS

FEDERAL-MOGUL SERVICE

DIVISION OF FEDERAL-MOGUL-BOWER BEARINGS, INC. • DETROIT 13, MICHIGAN



**I. A. S. I. SHOW**

See us at Booths  
C-83 thru C-88,  
February 10-21



**FROM GENERAL MOTORS —**

# New highs in

The mile has not shrunk . . . and a gallon is still a gallon. But new 1959 General Motors cars make every trip seem shorter. And every gallon of gasoline does a lot more work.

One important reason is the new Rochester-GM Carburetor, engineered by General Motors for exclusive use on GM cars.

Here, at the General Motors Technical Center and at Rochester, new ideas of carburetion are constantly considered. Once they have been proven successful through thousands of rugged test miles, they immediately become regular features of Rochester-GM Carburetors.

This constant research and testing results in a carburetor that's ideally suited to the particular engine with which it is teamed. Better performance and better economy are direct results.

Rochester-GM Carburetors are original equipment on the new Cadillac, Buick, Oldsmobile, Pontiac and Chevrolet. And Rochester-GM Carburetors and parts are available everywhere as the top-quality replacement carburetor. *Rochester Products Division of General Motors, Rochester, New York.*



**AMERICA'S NUMBER ONE  
CARBURETOR  
goes prospecting for you in**  
The Saturday Evening  
**POST**  
telling 23,200,000 automotive-minded readers  
**AMERICA'S NUMBER ONE  
PERFORMANCE AND ECONOMY STORY**

**carburetor efficiency  
shorten every highway,  
stretch every gallon !**

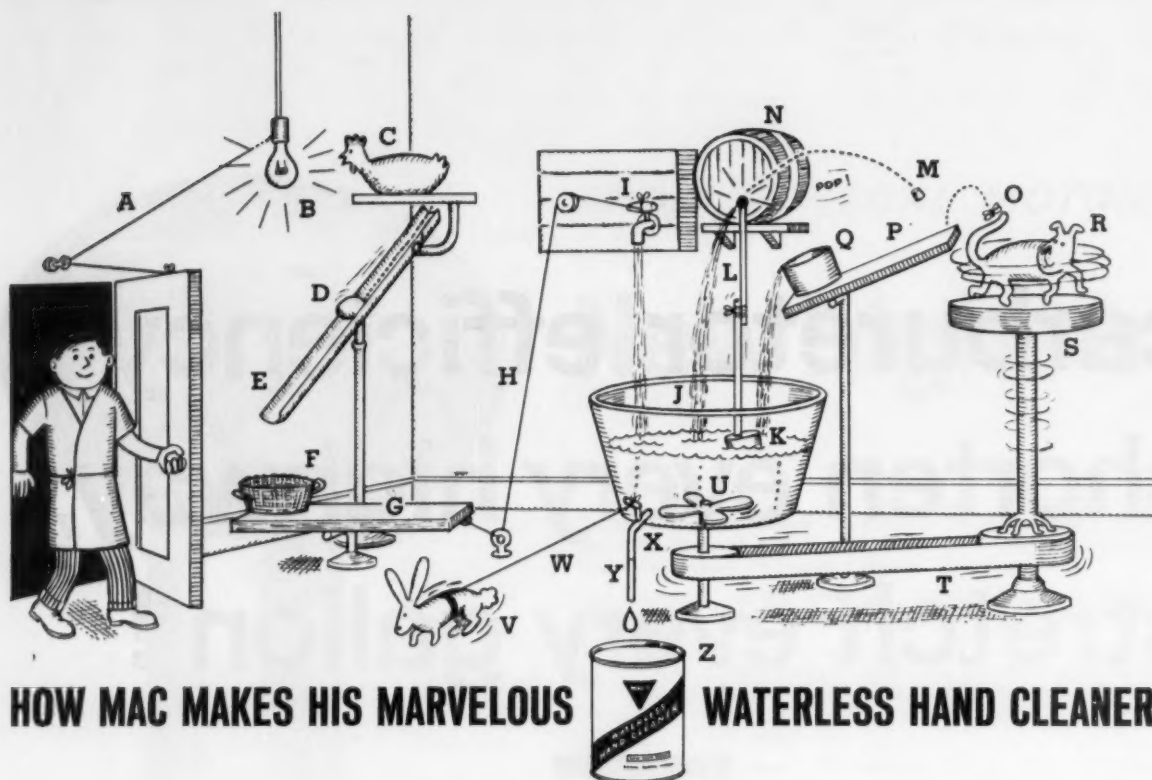
**ROCHESTER CARBURETORS**



**America's  
number one  
original equipment  
carburetors**







## HOW MAC MAKES HIS MARVELOUS WATERLESS HAND CLEANER

Mac opens door to Hand Cleaner factory, pulling string (A) which turns on light (B). Hen (C) thinks it's daylight and lays egg (D) which rolls down trough (E) into basket (F). Weight of egg tips lever (G), pulling string (H) which turns on faucet (I) allowing grease and grime solvent to flow into vat (J) containing Mac's special blend of super soap. Float (K) rises, causing rod (L) to knock cork (M) out of cask (N) containing paint and ink dissolver. Barfly (O) jumps with joy at noise of popping cork and falls off board (P), allowing can of lanolin (Q) to spill into vat. Barfly lights on tail of dog (R) who chases tail madly, causing platform (S) to rotate and, through belt (T), drive mixer (U). Sound of mixer frightens rabbit (V) which pulls string (W) opening valve (X) and allowing Mac's marvelous Waterless Hand Cleaner to flow through tube (Y) into Mac's famous yellow and black cans, (Z), in which it is sealed for shipment.



### SPECIAL 7-11 DEAL

For just \$7.11 dealers can get two 5-lb. cans of Mac's Waterless Hand Cleaner, plus Mac's new Slip-on Dispenser.

Order from your company or NAPA jobber.

## MAC'S

**SUPER GLOSS CO., INC.**

LOS ANGELES 42, CALIF. • CINCINNATI 26, OHIO

**DON'T WAX IT, MAC'S IT!**

# PROVED BEST!

## Proved America's No. 1 Choice

No other manufacturer of tire service equipment can make these claims! Yes, throughout America tire dealers are proving Coats best by using more Coats Tire Changers than any other brand of tire service equipment.

### The reasons are simple:

- 1 COATS FIRST IN VALUE.** When you buy Coats you buy quality engineering and quality materials. There's no room for "blue-sky pricing" in Coats equipment.
- 2 COATS FIRST IN EXPERIENCE.** In building more tire changers than any other manufacturer, Coats has learned tire-changing problems best.
- 3 COATS FIRST IN PERFORMANCE.** Both manual and air-operated models are designed for simple, trouble-free operation. Coats equipment works!

Modern tire-changing equipment in your shop means the difference between a profitable service operation and one that is just a headache . . . so why lay out good money for equipment that won't do the job? See for yourself why Coats is first choice from coast to coast.

LOWEST  
PRICES  
HIGHEST  
VALUES

3-Star Model  
Only \$129.50  
Freight Paid

Twin-Air Model  
Only \$239.50  
Freight Paid



SPECIALLY  
ENGINEERED  
FOR 14"  
WHEELS

### ✓ Check these advantages



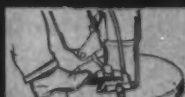
**MODERN**, life-time construction for trouble-free service.



**SUPER LEVERAGE** through Coats' engineered cam action.



**EFFORTLESS ROLLER ACTION** for Complete Tire Safety.



**SPIN-DOWN** hold-down device for quick, positive locking.



**TROUBLE-FREE AIR CYLINDER** for hands-off bead-loosening (both upper and lower beads).

**BONUS EXTRA** — Coats famous combination put-on and take-off tool at no extra cost.

**JACK P. HENNESSY**  
COMPANY, INC. ENGINEERS  
Manufacturers of TIRE CHANGERS  
244 North 10th St.  
Chicago, Ill.

GENERAL OFFICE: 12 Depot Square, Englewood, N. J.  
WESTERN OFFICE: 3453 Cahuenga Blvd., Los Angeles 28, Calif.  
MIDWEST OFFICE: 56 West Maple Street, Chicago, Ill.

Write for free literature — Dept. 901.

From the world's  
largest manufacturer  
of automotive  
fasteners...



Lamson & Sessions' new 500,000 sq. ft. plant at Cleveland, Ohio, completed early in 1958, provides the most modern precision equipment and automated machinery for fastener production.



At Chicago, Illinois, Lamson & Sessions has recently moved into this large, ultra-modern plant, ideally suited to serve the needs of mid-western industries and distributors.



Birmingham's modern plant dedicated to serving the Southern states with the finest products available from stock.

## THREE GOOD REASONS

for concentrating your fastener buying



**Y**OUR PRIME INTERESTS in buying fasteners are *dependability* and *service*. With its ultra-modern plants at Cleveland, Chicago and Birmingham, Lamson offers you *both* top quality and fast delivery, plus excellent packaging.

Certainly, price comes into the picture, too. And here, Lamson & Sessions' *complete line* is important to you. By

concentrating your fastener buying to obtain bulk shipping rates, you can cut costs substantially.

Why scatter your fastener buying, or experiment with suppliers? Concentrate your buying with Lamson. Be *sure* of top quality, uniform dependability and maximum purchasing economy.

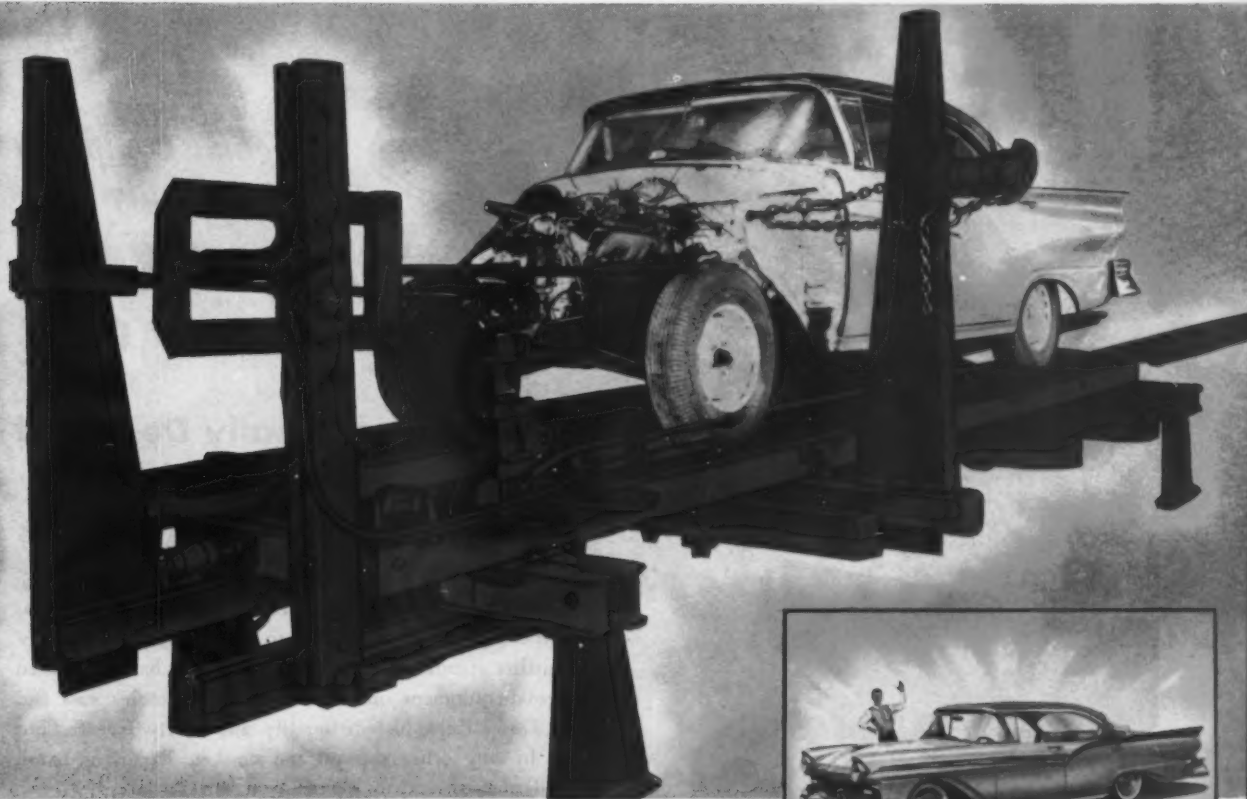
### LAMSON & SESSIONS

5000 TIEDEMAN ROAD • CLEVELAND, OHIO

Plants in Cleveland and Kent, Ohio • Chicago and Birmingham

# New **108-12** BEARCAT Service...

*makes all frames and bodies a cinch to fix!*



R-445LR1



Severe wrecks like this—heretofore considered uneconomical to fix—can now be completely restored at practical cost!

*get every job, keep every job in your shop for greatest profits ...  
handle all body and frame work in one department ...  
perform all operations at one time—right on the same rack!*

Bear's new 108-12 Body-Frame Straightener offers you the ultimate in speed, power, safety and efficiency. Here are the proved features of famous Bear Frame Straighteners combined with a new, revolutionary body pulling method ... the improved, systematic, *right* way of locking down vehicles and applying just-right pressure at just the right spot—without distorting other parts of the car. Result: everything you'll need ... everything you've ever wanted in a *complete* body-frame service!

**Easiest hook-ups** for toughest jobs. "Hi-Power Towers" let you pull many places at once—from various angles and levels—to reach any section of all conventional or latest "unitized" bodies and frames.

**Tremendous force** from three 12-ton hydraulic power units and a 12-ton Flex-O-Power unit.

**Greatest safety** ... the Bear 108-12 completely eliminates danger from "booby-trap" hook-ups ... flimsy connections and inadequate power.

**Bigger and stronger** ... it's built like a battleship ... heavier, longer, wider, higher to handle all the new, larger cars. Quickly adjusts for small foreign and domestic cars. Installs in pit or on floor.

**CONTACT YOUR BEAR JOBBER FOR FULL FACTS—OR MAIL COUPON NOW FOR FREE TECHNICAL PAMPHLET!**

ATTEND THE I. A. S. I. SHOW — FEB. 20-21  
SEE THE LATEST IN BEAR EQUIPMENT  
BOOTH NOS. C44-46; D43-45

## BEAR **108-12** BODY-FRAME STRAIGHTENER

BEAR MFG. CO., Dept. S-1, Rock Island, Ill. Rush FREE Technical Pamphlet and profit facts on New 108-12 Bearcat Service.

NAME..... ADDRESS.....  
FIRM..... CITY..... ZONE..... STATE.....



**WHY TAKE A CHANCE  
WHEN YOU CAN SELL GENUINE—**

**EATON**



*Original Equipment  
Quality*

## **RADIATOR PRESSURE CAPS**

**Scientifically Designed  
for Today's  
High Compression Engines**



Eaton premium-quality caps—available for the first time as replacement parts—are produced to meet car manufacturers' rigid quality standards. Millions of these caps have been used as original-equipment on America's leading motor cars and trucks. Eaton Caps include quality and safety features not offered by any other cap on the market. Exclusive Eaton design permits the cap to be removed without hazard.

Positive sealing and pressure release action assure more efficient and economical engine operation. You'll sell more of these premium-quality caps—easier—make more money and more satisfied customers!

**16-Cap Display Assortment Services All  
Popular Make and Model Cars**

**This EATON COOLING  
SYSTEM TESTER  
will Sell Caps for You!**

**Ask Your Jobber for Complete  
Information**



The Eaton Cooling System and Cap Tester permits fast, accurate leak detection in minimum time. Self-contained design eliminates the need for adapters. Testing of pressure caps, entire cooling system, cylinder head and head gaskets, and motor block is accomplished with one easy-to-use precision instrument.

**EATON**

**STAMPING DIVISION  
MANUFACTURING COMPANY  
CLEVELAND 10, OHIO**



**"EASIEST WAY  
I KNOW  
TO MAKE  
15 BUCKS  
AN HOUR!"**



*It's Adjustable!*

"My NAPA Jobber put me wise to the *big market* for shock absorbers and the *big profit* on Briggs. Now, every time I put a car on the lift, I make doubly sure to *check the shock absorbers*, because half the cars on the road need their worn-out shocks replaced. All I do is check 'em, show 'em and sell 'em. And the installation is a cinch, honest. I can whiz four off and four on in an hour—whistlin', not cussin', while I'm workin'. Then there's a hefty 15 bucks to make me smile down to the bank and back."

**BRIGGS BUILDS SHOCKS FOR EVERY CAR TO HELP YOU CLOSE EVERY SALE!**

Your NAPA Jobber will show you the talking points on the Imperial (adjustable); Standard (regular duty); and Brigadier (heavy duty) . . . and the Briggs sales helps: streamers, how-to-sell booklet, enclosure, and NAPA Parade of Parts advertising in the Saturday Evening Post.

**Speed up shock absorber replacement with the BRIGGS NUT-CRACKER**

Nuts frozen by rust and corrosion come off in seconds. Saves time and work and helps you make more money faster. Available from your NAPA Jobber . . . a good man to know!



# BRIGGS

Join the Parade of Profits  
... cash in on the  
NAPA Parade of Parts in



## SHOCK ABSORBERS

The Briggs Shock Absorber Co., Cleveland 15, Ohio



What  
actually  
happened  
to my  
bearings?

**Here's the answer—and the proof!**

When you're faced by customers who want answers—the Monmouth Bearing Service Chart you see here helps you give them easy-to-read, easy-to-see proof as to why bearings fail. And, why complete engine repair is justified.

For instance, if dirt was the cause, he can see by comparing his bearing with the chart just what dirt does to a bearing—how it got there—and what he can do to see that it doesn't happen again.

The Monmouth Bearing Service Chart is just another example of the help and complete bearing service available to you through your N.A.P.A. jobber. He is ready to serve you now.



# Monmouth

**ENGINE  
BEARINGS**

CLEVITE SERVICE: Cleveland Graphite Bronze • Division of Clevite Corporation • Cleveland 3, Ohio



\*The words Monmouth, Clevite and Micro are registered trade marks of Clevite Corporation

# FOUR NEW LINES TO PROFIT



VOLTAGE REGULATORS



GENERATOR & STARTER PARTS



SWITCHES



CARBURETOR REPAIR KITS  
For Ford-Made Carburetors

Now, you have *four new* genuine Holley lines to build your sales and profits: fast moving voltage regulators; brush sets and bushings for generators and starters; a complete line of switches including dimmer, headlight, door, etc.; and gasket and repair kits for Ford-made carburetors.

Each line has been carefully chosen for only the fast moving part numbers. In each series of parts, a minimum cost inventory will boost your sales volume and increase your customer's satisfaction with on-the-spot service. Only a few part numbers are required to service a complete line of the Ford family of cars.

Call your Holley Service Distributor or Parts Distributor. Take advantage of the four new lines to profit, today.

For more than  
half-a-century  
—original equipment  
manufacturers for the  
automotive industry.



11955 E. NINE MILE ROAD • WARREN, MICHIGAN

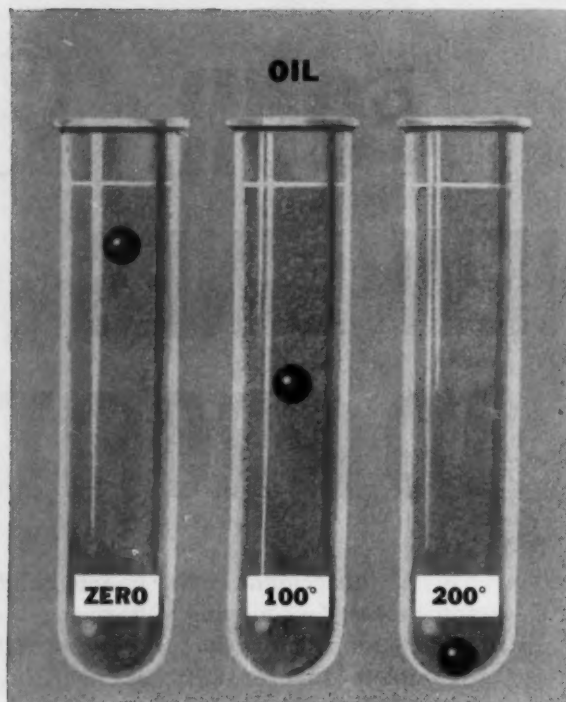
The COMPLETE LINE of Carburetion and Ignition Equipment

**CALL** *your Holley Distributor!*

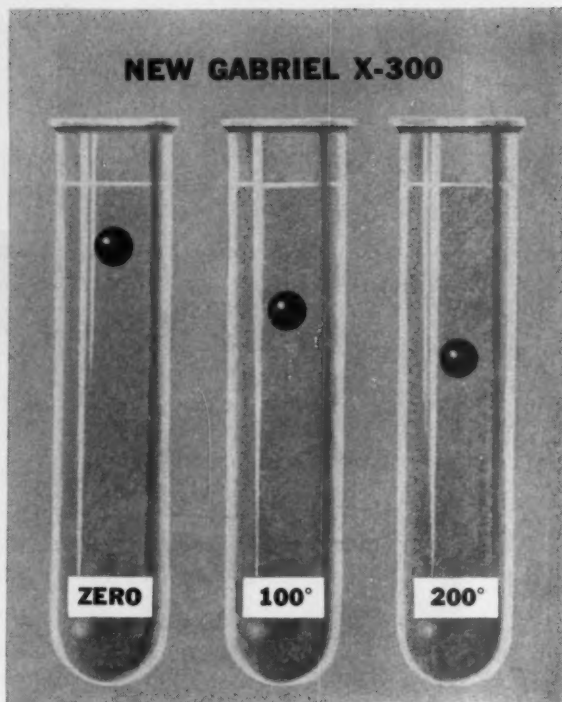
Look for Him in the Yellow Pages

RT-29





Here are views of a test to study the effects of temperature changes on the viscosity of various fluids. Picture at left shows positions of identical iron pellets seconds after being dropped into vials containing ordinary shock absorber oil at different temperatures. Notice how oil tends to get thick



and syrupy when cold—thin and runny when hot. Now compare the picture at right, showing the same test being made on new Gabriel X-300 fluid. As you see, this new fluid is hardly affected by extreme changes in temperature. Proof that Gabriel shocks give far more uniform ride control!

## Gabriel gives more uniform ride control by replacing old-style shock absorber oil with a new stable-viscosity fluid!

Until now *all* shock absorbers tended to stiffen up when cold and loosen up when hot.

But no more! Now Gabriel is using a new fluid that has just the right viscosity for top shock absorber performance . . . and is *virtually unaffected by changes in temperature!* Moreover, it prevents rust and is chemically compatible with rubber and all metals.

We call this amazing new fluid Gabriel X-300. You'll call it the greatest engineering advance in shock absorber history!

Gabriel X-300 fluid has been exhaustively tested for 8 years in the laboratory and under all road and weather conditions. And it has proven so dramatically superior that it is now being used in *all* Gabriel shock absorbers.

So now is the time to tie in with Gabriel. And to make it doubly sure, we're planning the broadest national advertising campaign in our history, spearheaded by dramatic ads in *TV Guide* and the *Saturday Evening Post*. Get the full profit-packed story right away!



The Gabriel Company, Cleveland 15, Ohio

# BIGGEST TURN SIGNAL NEWS IN YEARS!



K-D's New trouble-free

## PUSH BUTTON SWITCH\*

For Turn Signals and 4-Way Flashing

Here's the new flare type turn signal control you've been waiting for. It's as simple and wear-proof as your electric light switch. Push "L" button and left lights are on. Push "R" button and right lights are on. Push both buttons and all four signals flash roadside distress. Push top "C" button to cancel.

That's the simple story of the most revolutionary development in turn signal control for truck operation safety ever . . . and as you'd expect . . . it's by K-D Lamp Company's pioneering engineers.

**LIFETIME GUARANTY** KD 723 Push Button Switch has *only a few working parts!* There's nothing that will wear out. So, you get a lifetime guaranty against trouble.

**EQUIP FOR SAFETY** Before an accident to your truck delays your delivery schedule, get one of these positive-action *Push Button Switches* to take care of each unit . . . truck, tractor, panel truck, pickup truck, even cars. Ask your jobber salesman tomorrow about KD 723 Push Button Switch or Complete Set of Switch and Signal Lites.

\*Patent Applied For

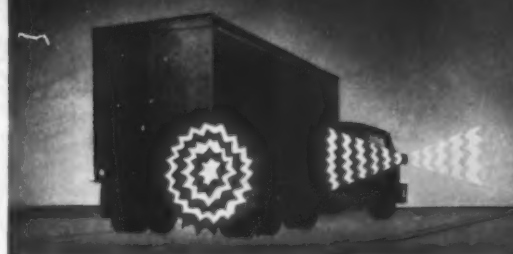


### K-D LAMP COMPANY

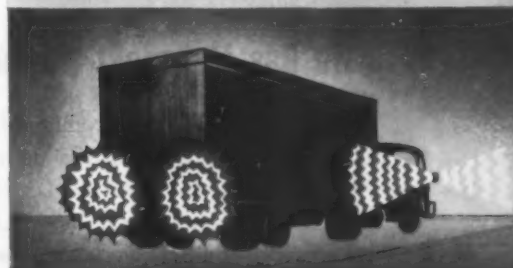
1910 ELM STREET • CINCINNATI 10, OHIO

Warehouses: Atlanta • Boston • Charlotte  
Chicago • Dallas • Kansas City • Los Angeles  
Memphis • Minneapolis • New York • Seattle  
Philadelphia • San Francisco

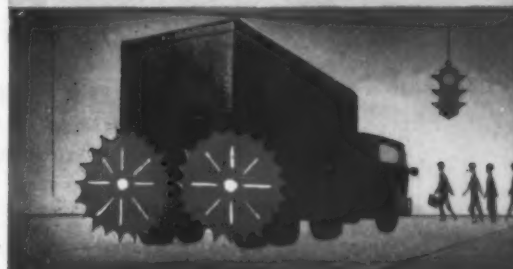
THE COMPLETE LINE Turn Signals, Truck Mirrors, Stop and Rear Lites, Reflectors, Clearance Marker Lites are representative of K-D's complete single source service of automotive Saftee Products



**TURN SIGNAL** Push one button . . . both front and rear signals flash light patterns. Fast sure warning that vehicle is turning or passing.



**DISTRESS** Until the driver can spot warning flares, he simply pushes *both* buttons and *all four* signals flash a warning that his unit is stalled and in trouble!



**STOP AND REAR LITES** The lamps in K-D's rear Class A Turn Signals become stop lites when brakes are applied . . . tail lites at night.

*Talk to  
the man  
who says-*



## He has the most powerful brake profit story you've ever heard!

No frills, no blue-sky promises—but a tightly cinched story based on the dollars-and-cents value of brake service to *you*. Learn how to pull in more customers, make more sales—get \$14 for every 10 minutes you spend selling brake service. Learn how to do it—again and again—with Grey-Rock P-L-S.

Your Grey-Rock jobber salesman has this story for you. Ask him for full details.

### NATIONALLY ADVERTISED

- in the Saturday Evening **POST**
- on ABC's Radio Network "Weekend News"

*Only* **Grey-Rock** *makes*

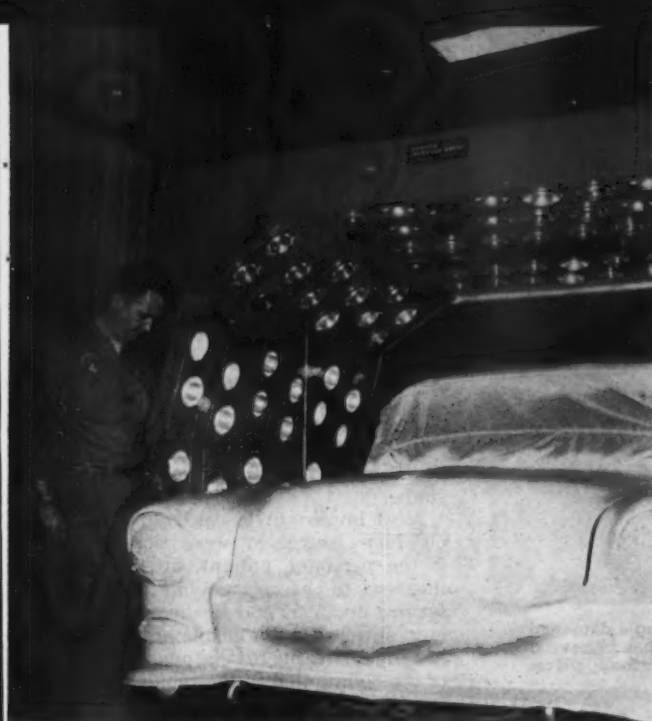
### BALANCED BRAKE LININGS

BALANCED BRAKSETS • TRUCKSETS • BRAKE BLOCKS • VEE-LOK® CLUTCH FACINGS

GREY-ROCK Division of Raybestos-Manhattan, Inc., MANHEIM, PA.

RAYBESTOS-MANHATTAN, INC., BRAKE LININGS • BRAKE BLOCKS • CLUTCH FACINGS • INDUSTRIAL RUBBER • MECHANICAL PACKINGS • ASBESTOS TEXTILES • ENGINEERED PLASTICS • SINTERED METAL PRODUCTS • RUBBER COVERED EQUIPMENT LAUNDRY PADS AND COVERS • ABRASIVE AND DIAMOND WHEELS • INDUSTRIAL ADHESIVES • BOWLING BALLS





This bake oven helped boost the shop's business.



Customers get detailed consultation on their cars' ills.

## SOUTHERN AUTOMOTIVE JOURNAL

FEBRUARY 1959

# We Trebled Customer Labor

**T**HEY told us not to invest another dime in facilities, but we went ahead and added 16 stalls—and trebled our customer labor volume!

We had difficulty keeping in the black under '57 economic conditions until we added 10,000 square feet, invested \$10,000 in equipment and increased our payroll by 20%. Then we jumped customer labor sales from \$7,000 a month to better than \$20,000 a month. Parts sales increased proportionately.

The prompt, efficient and personal service we were now able to give each customer has figured significantly in the rising volume and excellent relations we have been developing with our customers.

Better service meant we were able to make better deals, and

**By J. C. HUTCHINSON**  
General Manager  
Broad Street Motors, Inc. (Ford)  
Falls Church, Va.

gross profit per new car went up. The result was that over-all gross profit for the company increased 18% and service absorption is now running as high as 111% in a month.

All-out service to the customer has done it.

You will recall that the automobile business in '57 was getting rugged when it came to making money. Dealers had forgotten about service after the war. Looking around us, we thought we could develop a good service business in this suburban Washington, D. C., area. We were convinced

people were looking for good service.

Prompt, efficient service was not only important in making good deals but for retaining customers after they bought their new cars. And so we figured that expanding service facilities would relieve our current 20 stalls for customer labor alone.

At another location we set up 16 stalls for body work, new-car preparation, used-car reconditioning and painting. However, before we went ahead, we made a few inquiries among dealers handling competitive products as well as our own. Was it advisable to invest at this time? To a man the answer was "No!" The national economy, trends in buying and the general outlook looked too bleak. Contrary to their advice, we went

### Investing in Equipment and Enlarging Shop Space Paid Off

"Nothing ventured, nothing gained" is proven by this dealer's decision to expand service facilities. After studying his experience, turn to page 56 to review the scores of make-money-for-you products. Many will be displayed for the first time at the world's biggest aftermarket show, set for Chicago's Navy Pier Feb. 18-21.





A body man consults with his body foreman in reconstructing a damaged car. Even the number of "bouquet" letters from customers has increased at this Virginia dealership's shop since its expansion took place.

ahead and expanded. We had a feeling good service presented a market.

In a small industrial center just being constructed two blocks from here, we leased and set up a modern body shop with a bake oven, two twin-post lifts, a motor analyzer and sundry tools. We added a first-rate body foreman and hired ten to 12 personnel, including metal men, painters, new-car preparation and used-car-reconditioning mechanics. Our old facilities were to handle nothing but customer repairs.

We let the community know by small announcements in the suburban newspaper that we were expanding in order to give it the prompt, personal and efficient service it was looking for. We took our customer list of approximately 3,000 active names and wrote them a personal letter over our Service

Manager Culler's signature.

We invited them to bring their personal car difficulties to us, regardless of car make. They would find here a listening ear to their car troubles and a painstaking attitude toward correction. About four such personal notes in a series of mailings were sent out. We went on the radio with daily spots to tell the community we were going all-out to give them the best service they could buy.

The response was excellent and monthly repair orders kept climbing until today they reach approximately 2,000 a month. Within a year customer labor sales tripled.

Having good service helps sell new cars. Drivers today demand and understand the importance of good maintenance.

Moreover, their large investment in their cars makes service all the more important.

Instead of retailing and wholesaling used cars, we can now recondition them in our ample facilities. Body repairs formerly sublet were costing us 25% more in used-car reconditioning. Today we do our own, and gross profit on used-car sales is higher.

Because we have a paint shop under our own roof, we find ourselves talking up paint jobs. We are more alert to the dented or scratched fender and the bent bumper, and we describe to our customers the kind of facilities we have right at hand that will return their cars in short time in excellent shape.

Most important to contribute to our fast upsurge in repair volume is the personal, patient, attentive interest to each customer. Our service manager and service salesmen stay with the customer from the time he turns his car over to us to the completion of the repair and nod of satisfaction with our work. Every job taken on is preceded by a personal consultation with the customer.

Even our volume of complimentary letters from customers is on the rise. Customer satisfaction is reflected in new service customers continually turning up who were affected by someone's word-of-mouth promotion.

I would like to put in a word here for personnel. New facilities are only as good as the men who operate them, and the alert service salesmen with a keen eye for needed repairs keep our stalls producing. Working on an incentive pay plan, our personnel are of a caliber turning out their maximum in quality and quantity. Our top-notch body foreman has proven instrumental in making our new facilities a worthwhile investment.

Service and modern equipment have put our operation again on a sound footing.

## Popular Feature to Be Resumed

One of the most popular editorial features of SAJ has been the series of articles detailing efficient shop operations and including a sketch of how tested Southern and Southwestern garages have been found best suited for maximum production with a minimum of time. The last of the several in the series appeared several years ago. Frequent requests for tearsheets finally have exhausted the supply. A new series will start with next month's issue.

# Is Your Equipment Showing?

## Does It Show You Off Or Does It Show You Up?

By E. M. LOWERY  
Technical Editor

**I**S YOUR equipment showing? And just what is it *showing*? Is it showing that yours is a modern, streamlined shop equipped for servicing the modern, streamlined cars of today? Or is your equipment outmoded, and therefore showing you're not keeping up with the times?

In either case, you can bet that your equipment is *showing*.

Let's start right now and take a look at the shop's special tools and equipment. We periodically take stock-room inventory to be sure that we have sufficient parts and accessory stock on hand to meet our customer requirements, but very seldom do we take inventory of our shop equipment.

We get greatly concerned because the job is delayed while waiting for parts, but we don't seem to worry too much if, because of lack of adequate tools and equipment, it requires the mechanic double the flat-rate time to complete a job.

And in many cases the job may be only partly completed because some jobs cannot be correctly done without the proper tools. For instance, on some of today's engines a satisfactory valve job cannot be done without special equipment; the valves and seats must be "machine done." The old hand-lapping method won't do the job.

Due to today's methods of production many new parts, such as brake drums, have to be "re-worked" (lathed or honed) before they can be used.

Brake squeaks and chatter are not unknown to any of us and they can sometimes be very hard to correct if we don't have the tools and knowhow. We can recall some instances when many hours of labor and expensive parts were wasted in an effort to correct a car's brakes. Finally, when all of the hit-and-miss methods were exhausted, the drums were sent out and trued-up. The new shoes and lining were "sent out" and properly finished. The job was then "set up" to specifications and the brakes were as they should be.

The shop then purchased a brake drum lathe and a lining grinder. By keeping an accurate record of

the revenue derived from this equipment, the shop was amazed at how much time had been saved on each job and how quickly the equipment had paid for itself.

Most of us spend much in advertising in order to get work into the shop. Then, due to lack of proper equipment, we "sublet" the real profit jobs. (Check up on your "sublets." If you can get by with a mark-up of 25%, you are good. That doesn't compare favorably with the 50% if the complete job is done in your shop.)

Let's take stock now of our old equipment—get it cleaned and painted. Let's see what new equipment is needed in order that we can operate efficiently.

*From his two-generations-plus experience in the service field, Ed Lowery advises that you had better eye critically what the customer may be seeing in your shop. As director of service of Lander Motors, Inc., Lowery guides the work of nearly 100 employees of this big dealership.*

While we are at it, let's get the shop cleaned up. People don't like gloomy, dirty surroundings. They tend to distrust the slipshod, inefficient-looking shops. They prefer to do business with clean, modern and well-equipped shops.

So, get the equipment cleaned up and on display. A clean, bright, well-equipped shop says "Good Service." It inspires customer confidence in the shop and its repair work. It creates favorable word-of-mouth advertising to win new customers and it helps hold the old customers. It keeps employee morale higher—it helps everyone do a better job.

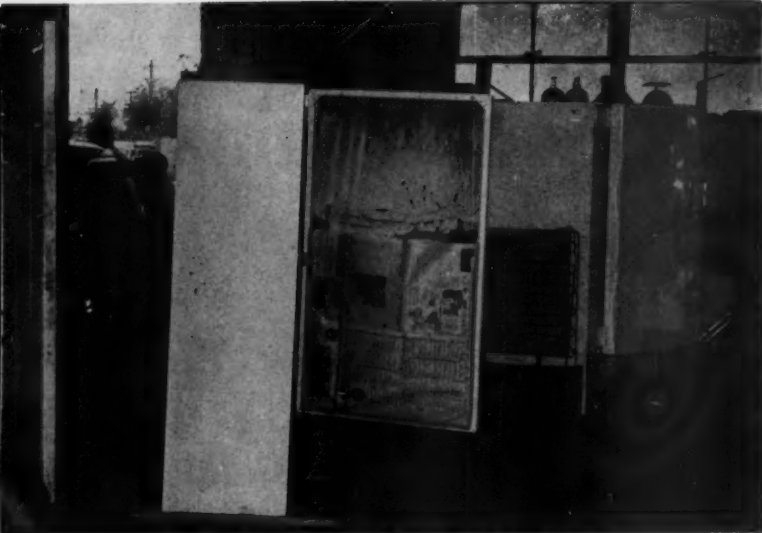
When the customer can see the clean, modern equipment which is to be used to do his job, he is in a better mood, can be more easily sold and is less likely to complain at the cost of repairs.

Much has been written about the shortage of skilled mechanics. The modern, well-equipped shop has no trouble employing highly skilled men because they are attracted to such establishments. They know that their job will be easier and their earnings higher.

(Continued on page 85)



Cecil Ward, owner and operator of Ward's Motor Clinic, El Paso, Texas, displays a 12-year-old refrigerator repainted recently in his paint department. He handles many paint-to-match jobs for local appliance dealers in his spare time.



Two brand-new refrigerators stand ready for repainting. Masking has been completed and door shelf insert and rubber door seal have been removed to prevent melting during the baking process. Such jobs bring from \$25 to \$35. No additional supplies or equipment were needed for this extra service.

## A Paint Shop Sideline:

# Painting Appliances to Match

**W**ARD'S Motor Clinic, El Paso, Texas, grosses an extra \$100 to \$150 weekly from its paint department by painting refrigerators, automatic mixers, kitchen cabinets, washers, TV cabinets and radio cabinets.

It began quite unexpectedly several months ago when a shop customer approached Cecil Ward, owner, about painting a refrigerator that had been damaged by smoke during a small fire in his kitchen.

The refrigerator was originally white, but now that it was to be repainted, the man asked if it would be possible to paint it to match his wife's apple-green built-in cabinets. Ward replied that he could do it.

Back in the customer's kitchen, the repainted refrigerator became a conversation piece. Impressed housewives wanted pieces of their kitchen equipment painted so they would all match.

A neighborhood appliance dealer, learning what Ward was doing, came over to see if he could have a new refrigerator painted a certain color. He had a customer who wanted a new refrigerator, but it

By C. THOMAS

had to match the kitchen's decor.

Although the dealer could make special orders for appliances from the factory or distributor, he wanted to avoid the delay that might cause the customer to cancel his order. Also, the dealer realized that manufacturers of appliances do not match the colors of each other—and for obvious reasons. The theory is that once a housewife buys an appliance of a certain make and color, she will buy that same make when buying other appliance to match.

If a local appliance dealer tried to stock all these makes in the various colors, he would have an unmanageable inventory. The local dealer, therefore, can profit by having the units he sells painted to match locally.

Ward does work for several dealers, and he often has three and four appliances from one dealer at the same time. He not only does these jobs for dealers, but also for distributors who do not feel it profitable to stock models in colors.

The majority of the paint jobs for individuals involve painting old but still serviceable appliances which have become scarred or stained or do not match the color of newer appliances.

Ward has done a few stoves, but he does not particularly care about them. He has to turn down porcelain stoves, and on baked enamel finish stoves there is a good bit of preparation necessary before the actual painting.

A refrigerator, on the other hand, is relatively easy. The plastic compartment that fits inside the door and the rubber door seal must be removed because they would melt in the baking oven. But after the spraying and baking processes, replacement of the plastic door insert and door seal takes a minimum of time. Depending on the size of the refrigerator, these jobs range from \$25 to \$35. Cabinets of all types pose few painting problems. Ward has done these appliances in every color imaginable, but the big demand at present is for copper-tone.

For Ward, this is all plus business. There is no additional equipment. (Continued on page 85)



**A new strain of cattle may be forthcoming at the Louisiana farm now operated by the former head of General Motors**

By DONALD L. MOORE



The "squire of Richland" chuckles at a crack by a Baton Rouge motel owner, and so do two bankers, during the tour led by Wilson at his estate.

It's dinner (and milking) time at the Wilson farm, so some of the cattle head for the barn. Among other things, an assembly-line technique of spreading manure is contemplated.

Southern farm home when he accompanied Governor Kennon on a crow hunt in the East Feliciana parish of Louisiana in the fall of '54. When he told his wife about Richland plantation and they checked over it together, their decision was made: Their Southern farm would be in Louisiana instead of Texas or Florida, where they had also eyed some choice locations.

So, as retreat from the burdens of the defense secretaryship and a sure place to hunt all sorts of birds, Wilson bought the plantation  
(Continued on page 94)

## ***Charlie Wilson Takes Assembly Line to Farm***

**A**FTER a man has served as president of General Motors Corp. and then as President Eisenhower's first secretary of defense, you would think he would be glad to retire and take life easy. But not Charlie (Charles E.) Wilson!

He's finding a challenge—as well as good hunting—on his 3,800-acre cattle farm in Louisiana, 40 miles north of Baton Rouge, near the Mississippi state line. His object: To cross-breed Ayrshire and Sindhi cattle to develop a new type of milk producers for the deep South. Also to produce a more profitable type of beef cattle for the area by cross-breeding Shorthorns with Sindhis.

Charlie Wilson found his new

Union troops left this mansion unharmed. It has a three-story spiral staircase. The Wilson home, north of Baton Rouge, is 135 years old.





# Rebuilt Engines Aid Shop Volume

**More shop jobs—and more profits — resulted by installing rebuilds rather than doing the rebuilding**

**S**ELLING and installing rebuilt engines have been returning a net profit of \$65 each to a four-man South Carolina garage which has handled approximately 50 units in the last two years. These engines have enabled this shop to handle more business with the same labor force.

Fifty per cent of the shop volume at Cameron's Auto Service at Columbia, S. C., is in tune-ups, while ten per cent or more has been realized from installing rebuilt powerplants.

"We can't rebuild an engine for what the manufacturer can rebuild it," commented D. M. "Dave" Cameron. "We could make more money on the engine job if we rebuilt it ourselves—maybe \$50 to \$75, but that would tie up our scarce skilled labor and we can reap more gross volume by our shop installing a rebuilt engine in the less time required and then going on to other jobs awaiting our attention.

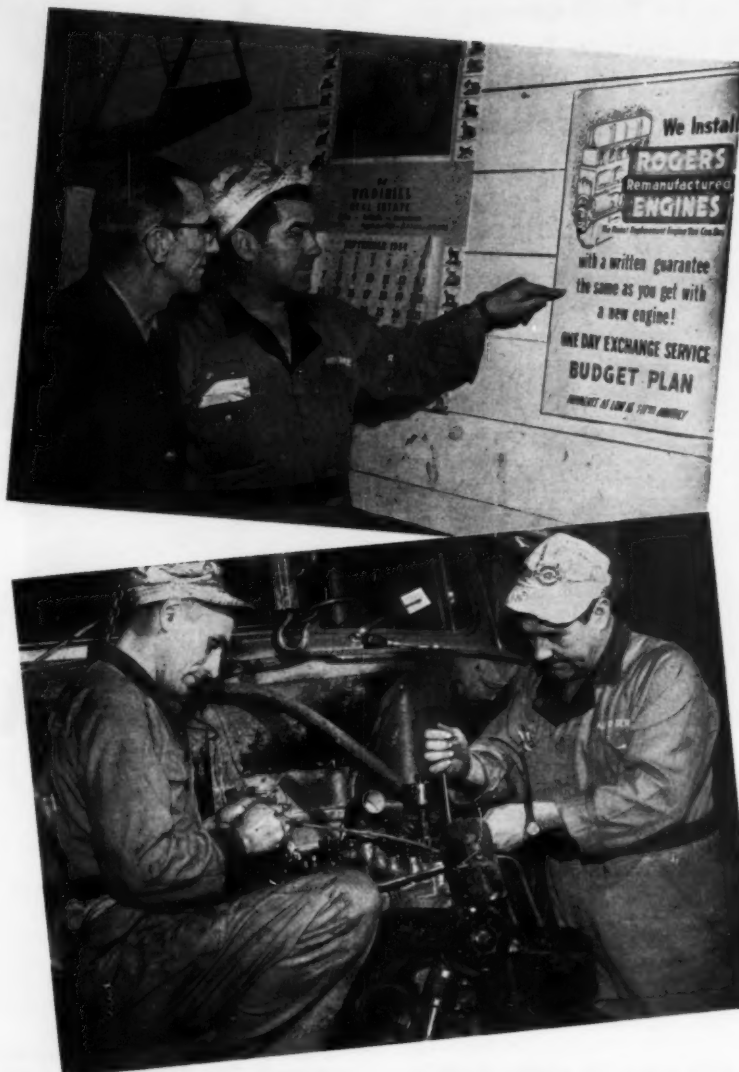
"With the higher prices for new cars, and because we know that a lot of our regular customers who bought new cars, say, in '55 have had to re-finance them, we feel that this year will see greater parts and service volume in our shop and that will go for rebuilt engines, among other things."

Many of the Cameron customers go on a credit basis, which means that they're interested in the approximately \$100 less which a rebuilt cost as compared with a new engine.

This garage utilizes three different finance plans, enabling it to handle jobs of almost any size and simplifying the book work which otherwise might be involved, as well as eliminating the risk of a loss.

At what point does this shop management decide that it's better to try to sell a rebuilt than to work over the customer's engine?

It depends, said the co-owner, on how much work is needed. If the



Top: "It's a simple matter for us to install one of these rebuilt jobs and there's a written guarantee," Garageman D. M. "Dave" Cameron points out to a prospect. Above: A rebuilt powerplant is being installed in this truck by the co-owners of Cameron's Auto Service, W. B. "Boyce" Ellis (left) and Cameron. Their net has averaged \$65 on each engine.

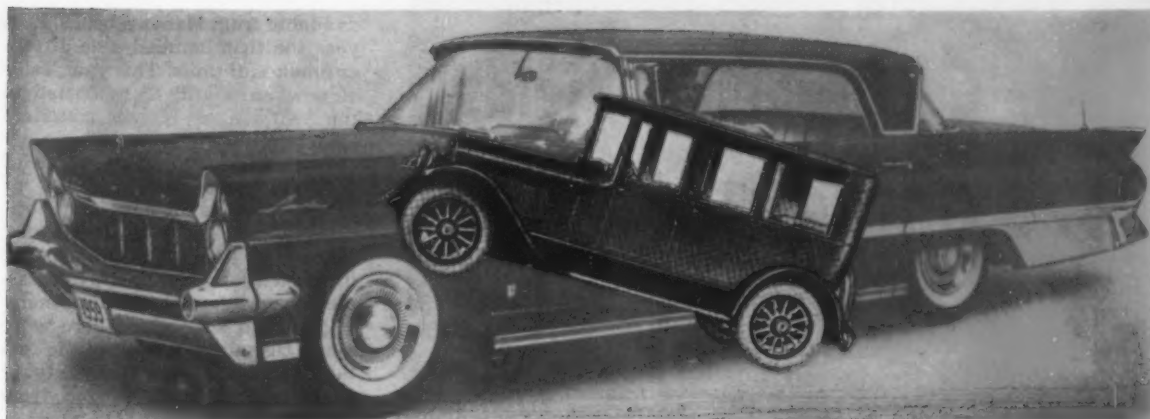
figure is going to run well up toward \$100, then the rebuilt engine with the factory guarantee is recommended.

"Our men like to rebuild engines," the garageman said, "and we would like the time to do all our own rebuilding work, but we all know about the shortage of skilled shop men and we have been blessed with having a good bit of work usually running through our place. The main thing

is to keep the work moving.

"The guarantee on the rebuilt engines has worked out fine in helping us to sell these jobs, although we have not had a case yet in which one of these engines gave any trouble."

Ready availability of a variety of the powerplants from the wholesaler's inventory has enabled the Cameron shop to obtain any desired engine quickly and without having to invest in a stock.



The original Lincoln (inset) came out in 1921, the year this publication was born. The '59 version is different!

## Only 38 Years Ago---

**W**HEN we launched SOUTHERN AUTOMOTIVE JOURNAL in January 1921, the first "recession" following World War I was well under way. It was, primarily, an agricultural depression; and since the price of cotton had dropped from around 42c a pound to 15c, the economy of the South was particularly hard hit.

Automobiles were still regarded generally as luxury products—in fact, they were then termed "pleasure cars"—so there were few sales and the dealer mortality rate was high. Yet, there was little pessimism in evidence—on the surface, at least.

Characteristic of the valiant spirit of those hardy, risk-taking pioneers of the automotive trade was a feature of the '20-'21 winter meeting of the South Carolina Automotive Trade Association. At high noon on the first day of the meeting there was a funeral procession down Main Street of Columbia. It was headed by a hearse bearing "Old Man Hard Times" to his final resting place. The pallbearers were labeled Old Pessimist, Old Knocker, Old Peppless, Old Pass the Buck, Let George Do It, and 12¢ Cotton. The funeral cortege consisted of the members of the trade association. But no one was mourning the demise of Hard Times; and instead of a funeral dirge, an accompanying band

**By T. W. McALLISTER**  
Editorial Director

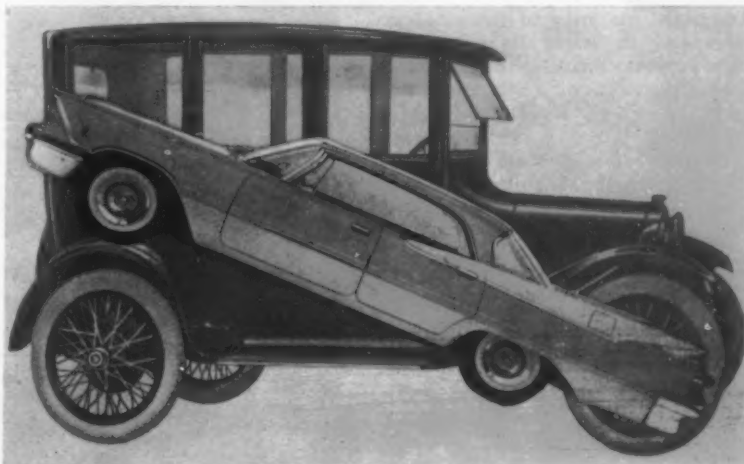
The author is the "founding father," editorially, of SAJ. Upon his retirement (see page 13) he was asked to dig back through the years to brighten once more the lights of yesteryear. Today's four-headlamps may be more modern, but his recollections surely are as interesting—to the newcomers of the industry and to the oldsters.

played lively, stirring marches.

Indicative of the growing pains of a young industry were some comments by the NADA president at that same trade convention. After the admonition to the South Carolina dealers that they should not get in the "second-hand business," he said: "We should have enough backbone to stand up and tell the public when they buy a car that it is theirs, and that we will not buy it back from them."

Thirty-eight years, for most  
(Continued on page 146)

Guess which Dodge came out two years before SAJ's birth!!! Priced at \$1,690, older car, contrasted here with a '59, offered bumpers extra.



# Air Conditioning Yields \$75,000 to Texas Shop

By **BARON CREAGER**  
Southwestern Editor

**D**URING the season of 1958, Dyer Street Automotive in Dallas, Texas, sold and installed 261 automotive air-conditioning units at an average of \$290 per unit for a total gross in that department of nearly \$76,000.

One small display advertisement in the yellow pages of the telephone directory was responsible for

tioned did include an installation charge of \$45.

"In this part of Texas, we usually expect a hot summer to follow a severely cold winter, so 1959 should be a hot summer and a better season for air-conditioning sales. Last year was not so good for air conditioning. It was a relatively cool summer, so thousands of people stayed out of the market. Inventories built up for everyone and, when price-cutting started, we were forced to follow."

In addition to sales and installations of new units, Dyer Street Automotive performed a vast amount of non-warranty service, but the figure was not readily

available from Mahan's books. Last year the firm handled nine different makes of units. This year, sales of new units will be restricted to the two makes Mahan considers leaders in the field.

From the installation charge of \$45, the mechanic gets 50%, or \$22.50. This makes more conscientious, harder-working mechanics, Mahan has found. Under this plan, in rush circumstances, it was possible on some days to install as many as five and six units. There were many rush days in view of the fact that for May, June and July of 1958, monthly sales ranged from \$22,000 to \$28,000.

"A lot of customers seem to think they have to have me do most of the installation work, so it keeps me plenty busy in season," Mahan commented.

"Last summer there were five mechanics besides me. However, one is a body shop man. So to get the job done, we had to supplement the regular line with nighttime help. In this area there are several manufacturers and we were fortunate in being able to get some of these men to work nights.

"In air-conditioning season, we make it a practice to take in only the general service work that can  
(Continued on page 169)



This ad (shown actual size) in the telephone directory was credited with the great majority of sales.

the great majority of those sales, according to Owner Jerry Mahan. The advertisement, in the automotive air-conditioning classification, is 2" by 2½" and costs \$41 a month.

Another factor that pulled in business is the highly favorable local reputation of Mahan as an air-conditioning technician. He was formerly in partnership with Bill Colgin, under the name of Colgin Automotive, but Colgin's interest was purchased by Mahan.

"Our average price per unit sold was low last season," Mahan explained, "as was the case with everyone else in the business in this territory. And the average price to the customer of \$290 men-

Mr. and Mrs. Jerry Mahan are a real management team, operating in their business "home" shown in the bottom photo. Their shop sold and installed 261 air-conditioning units at an average of \$290 last year.





# "Scope" Scoops Dollars

**D**URING the past nine months it has not been unusual for new customers to drive up to Marvin Mann's Garage, El Paso, Texas, and naively inquire:

"Is this the place with the electrical gadget to tune the engine with?"

Mann bought the "scope" specifically to eliminate the grief of comebacks and to save his customers needless expense.

"And to save my time and my mechanics' time," Mann added.

Prior to this purchase, Mann often needlessly ran a \$30 major tune-up job up to as high as \$40 or \$45. While Mann realized his trial-and-error method was experimenting at the customer's expense, he had no alternative.

Today the difference between \$30 and \$40 plus the difference in the tune-up has increased Mann's volume over 25%, he reported.

"The scope doesn't obsolete one piece of my analyzing equipment," Mann emphasized. "It supplements it; it doesn't supplant anything."

Before Mann got his scope, he was selling and installing no more

**Top:** This customer in for a tune-up disputed the "scope" when he was told his car needed, among other things, new points. Ten days earlier he had had new points installed—and the bill with him to prove it. Without the "scope" Garageman Mann (at left in both photos) would have bypassed new points. Mann installed new points, a new coil and condenser. Car ran perfectly and only cost the customer \$10.65. Labor time was merely 30 minutes.

**Right:** Mann and mechanic check out the tune-up. Finding it perfect on the "scope," they gave an unconditional guarantee with job.





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"In this part of Texas, we usually expect a hot summer to follow a severely cold winter, so 1959 should be a hot summer and a better season for air-conditioning sales. Last year was not so good for air conditioning. It was a relatively cool summer, so thousands of people stayed out of the market. Inventories built up for everyone and, when price-cutting started, we were forced to follow."

In addition to sales and installations of new units, Dyer Street Automotive performed a vast amount of non-warranty service, but the figure was not readily

available from Mahan's books. Last year the firm handled nine different makes of units. This year, sales of new units will be restricted to the two makes Mahan considers leaders in the field.

From the installation charge of \$45, the mechanic gets 50%, or \$22.50. This makes more conscientious, harder-working mechanics, Mahan has found. Under this plan, in rush circumstances, it was possible on some days to install as many as five and six units. There were many rush days in view of the fact that for May, June and July of 1958, monthly sales ranged from \$22,000 to \$28,000.

"A lot of customers seem to think they have to have me do most of the installation work, so it keeps me plenty busy in season," Mahan commented.

"Last summer there were five mechanics besides me. However, one is a body shop man. So to get the job done, we had to supplement the regular line with nighttime help. In this area there are several manufacturers and we were fortunate in being able to get some of these men to work nights.

"In air-conditioning season, we make it a practice to take in only the general service work that can  
(Continued on page 169)



This ad (shown actual size) in the telephone directory was credited with the great majority of sales.

the great majority of those sales, according to Owner Jerry Mahan. The advertisement, in the automotive air-conditioning classification, is 2" by 2½" and costs \$41 a month.

Another factor that pulled in business is the highly favorable local reputation of Mahan as an air-conditioning technician. He was formerly in partnership with Bill Colgin, under the name of Colgin Automotive, but Colgin's interest was purchased by Mahan.

"Our average price per unit sold was low last season," Mahan explained, "as was the case with everyone else in the business in this territory. And the average price to the customer of \$290 men-

Mr. and Mrs. Jerry Mahan are a real management team, operating in their business "home" shown in the bottom photo. Their shop sold and installed 261 air-conditioning units at an average of \$290 last year.



# "Scope" Scoops Dollars

**D**URING the past nine months it has not been unusual for new customers to drive up to Marvin Mann's Garage, El Paso, Texas, and naively inquire:

"Is this the place with the electrical gadget to tune the engine with?"

Mann bought the "scope" specifically to eliminate the grief of comebacks and to save his customers needless expense.

"And to save my time and my mechanics' time," Mann added.

Prior to this purchase, Mann often needlessly ran a \$30 major tune-up job up to as high as \$40 or \$45. While Mann realized his trial-and-error method was experimenting at the customer's expense, he had no alternative.

Today the difference between \$30 and \$40 plus the difference in the tune-up has increased Mann's volume over 25%, he reported.

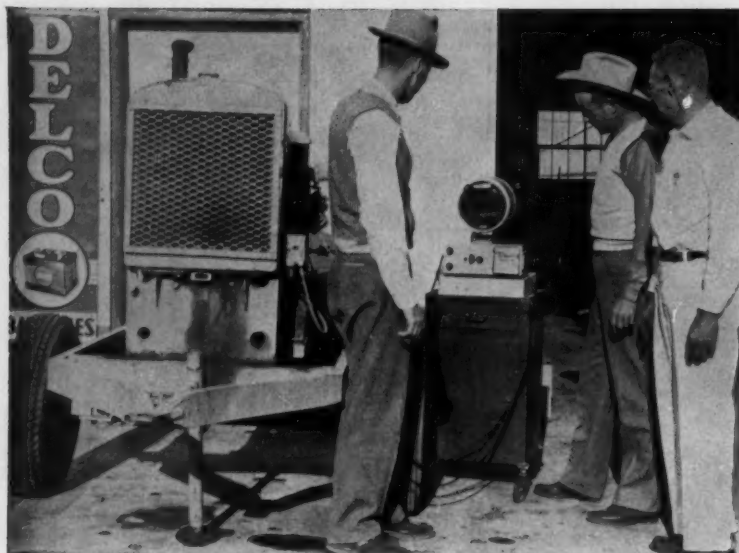
"The scope doesn't obsolete one piece of my analyzing equipment," Mann emphasized. "It supplements it; it doesn't supplant anything."

Before Mann got his scope, he was selling and installing no more

**Top:** This customer in for a tune-up disputed the "scope" when he was told his car needed, among other things, new points. Ten days earlier he had had new points installed—and the bill with him to prove it. Without the "scope" Garageman Mann (at left in both photos) would have bypassed new points. Mann installed new points, a new coil and condenser. Car ran perfectly and only cost the customer \$10.65. Labor time was merely 30 minutes.

**Right:** Mann and mechanic check out the tune-up. Finding it perfect on the "scope," they gave an unconditional guarantee with job.





The "scope" is employed to pinpoint the trouble with this industrial equipment. The magneto was found guilty in a matter of a few minutes.

than four or five new coils a year. Now he is selling that many a month.

With the scope, he finds that at least one out of 15 new cars has a faulty coil. Heretofore, he overlooked this possibility, especially on the later-model cars. Coils, he discovered at a tune-up school where he learned to use the scope, are built for six to eight volts, and incorporated on the newer cars using 12 volts, a resistor is built into the circuit to compensate the difference. The resistor breaks down, letting too much voltage to the primary side of the coil, causing it to short out under load, but

not enough to show when it's removed and tested on an analyzer.

In two years, Mann replaced two sets of wiring. The scope tells him that one out of five cars, if it doesn't need a complete set of wires, needs at least ignition wires replaced.

Playing by ear, Mann undertook a high percentage of carburetor overhauls that didn't require attention—"and overlooked many that did." With the scope, Mann is averaging two more carburetor overhauls a week than formerly and still eliminates those that don't need it.

"I'm increasing my part sales

and saving on labor," Mann said, "but I'm not selling my customers anything they don't need. My extra profit on parts more than meets my monthly payments on the scope."

To hold down expense for the customer, Mann often delivered a job after a bill reached \$20, reluctant to build a larger bill. With all the time spent reaching decisions on what might correct the problem, talking it over with the customer and trying to weigh one possibility with another, the job, all told, took an average of four hours' time.

### "No Money to Buy Equipment"?

"Sure," maybe you're saying, "I know that by buying equipment my shop can step up its income—but I don't have the money."

The answer to that one is simple for most shop operators: Discuss your needs with your wholesaler and ask him to arrange with a finance company or bank to set you up on a pay-back-as-you-use plan of retiring the investment.

It's simple to arrange.

"A tune-up job employing the scope requires no more than two hours' time, and the tune-ups are averaging \$28 to \$30 on an eight-cylinder engine," he said.

Consequently, the customers now go out satisfied. Their cars perform as they should and there are no comebacks.

In handling those comebacks, Mann's only recourse was to sell the customer on the idea that work already done wouldn't have to be duplicated.

Mann used to clean plugs and confidently put them back. With the scope he learned nine times out of ten plugs that showed satisfactory on the tester fall short in the engine. Currently, he is selling one out of every three tune-up jobs a set of new plugs.

"As I keep repeating," Mann concluded, "I don't use the scope to sell extra parts and labor but to keep from selling the tune-up customers what isn't needed and, at the same time, be certain to catch what is really needed."

"Our 25% increase in new customers convinces us that a scope is indispensable for tune-up jobs."

Three full-time mechanics are employed in this shop.





# Boat Line Boosts Dealer's Business

By **GEORGE H. WATSON**

**P**EOPLE who formerly did not give a second glance at the showroom often stop now to take a long look at the gleaming display of outboard motors and boats at Rains Chevrolet Co., Fort Payne, Ala. Many of them walk in, with the result that showroom traffic has doubled.

Rains has found that boating supplies have several advantages as a sideline:

They work in well with the automobile business, draw new traffic to the showroom, add glamor to the business and are trouble-free.

"It was no trouble at all for us to get into the boat business," said Sales Manager Albert Rains. "The same people who buy automobiles buy boats and vice versa. Our employees handle sales and service for both automobiles and cars. We handle the paper through the same finance agency and we have not had a single repossession. Customers pay installments on their boats and motors as promptly as they do on automobiles."

This firm, in business 25 years, began handling boats three years ago. At that time a young man associated with the company became enthusiastic about boating and con-

vinced Rains that it would be a good sideline to enter, since Fort Payne is in the heart of the TVA, where Tennessee River dams have created good fishing and boating spots.

After the man left to establish his own boat-building company, Rains remained in the boating business since it could be handled at little or no extra overhead and had proved profitable in its own right.

Rains now handles two lines of boats, one of which is manufactured locally, and one nationally-advertised brand of outboard motors. Sales range from \$200 to \$800 for outboard motors, and from \$1,000 to \$2,000 for a complete outfit including boat and motor. The company handles trade-ins just as it does in the automobile business.

The usual sale in the motor boat department includes some accessories, such as electric starters, battery cases, lights, extra propellers, skis and oars. The firm does not carry fishing gear and small marine supplies.

Another item handled by the company is insurance for the boats and motors. An all-risk policy costs four per cent of the value of the outfit. Claims, on the whole, have

been small. The biggest risk, they have found, is involved in transporting the boat to and from the water; however, a few claims have arisen from damage caused by running over underwater obstructions such as stumps.

Rains commented that an outboard motor is relatively simple to service; however, he has one man who has been given special training in servicing outboard motors.

The firm has ample drive-in space so that boat owners can bring in their entire rig — car, trailer, boat and motor. This way the motors, some of which weigh hundreds of pounds, do not have to be

...

**An Alabama dealer reports his motor boat department has fitted snugly into his firm's regular operations.**

...

handled. Often repairs can be made without removing the motor from the boat.

"There has been an enormous increase in boating in this area," Rains said. "We attribute it to generally prosperous conditions, the shorter work week, the number of retired people with social security benefits and the building of big power dams on the Tennessee.

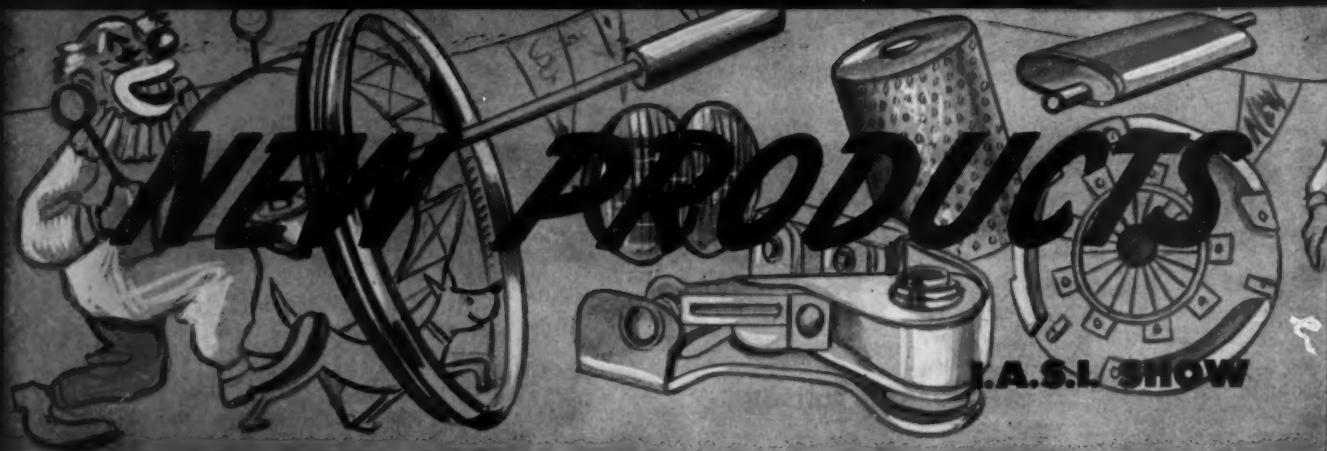
"We can see no pitfalls in the business," he continued. "It is easy to get into and fits well into the automobile business. I think the average dealer will find it a profitable sideline."

At Rains Chevrolet, Fort Payne, Ala., floor salesmen handle both automobile and boats. Salesman V. T. Goggin discusses features of this boat with a prospect.

A dealership representative shows a customer the stock of outboard motors and boating supplies he carries displayed prominently at the front of the showroom.





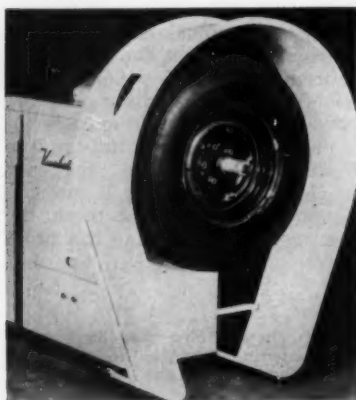


Here's your entrance "ticket" to the gigantic parts, equipment, accessories and chemicals show being staged at Chicago's Navy Pier this month. Most of the items displayed here will be appearing at the International Automotive Service Industries Show, with several miles of exhibits by almost 500 firms.

#### 700—Wheel Balancer

"Model 300 Visubalancer," with viewing screen which shows out of balance at a glance while wheel is rotating at top speed, has been announced by John Bean Division, Food Machinery and Chemical Corp., Box 840, Lansing 4, Mich.

The "Beam-of-Light" balancing system reportedly puts the finger on



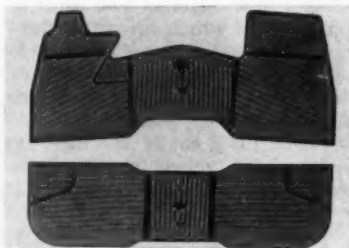
out-of-balance wheels and shows exactly how and where to correct. Simplicity and accuracy of operation allow the average operator to become expert — even at minimum-weight balancing, the manufacturer said.

Want more info? Use coupon on page 107 and you will get it!

#### 701—Car Mats

"Full-Fit" rubber car mats, featuring door-to-door floor coverage for both front-seat and back-seat installations, have been announced by Monkey Grip Sales Co., P. O. Box 6170, Dallas 22, Texas.

Universal in size and design, mats

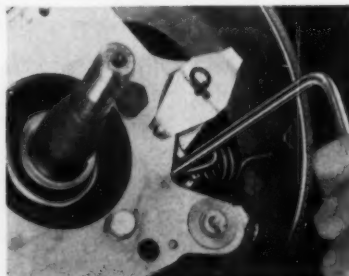


reportedly fit all cars. Rib and groove surface is easy to clean by sweeping, while non-skid back design keeps mats in place, the manufacturer said. Contour molded from new, live rubber, they come in 9 colors, including black and white.

Want more info? Use coupon on page 107 and you will get it!

#### 702—Spring Tool

Speedy removal and installation of springs on Chrysler Center-Plane brakes is facilitated by an inexpensive tool introduced by Barrett



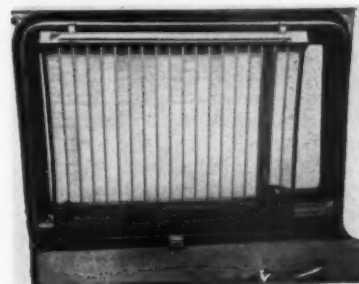
Equipment Co., 2101 Cass Ave., St. Louis 6, Mo. The tool reportedly prevents damage to springs, making removal and installation relatively simple.

Want more info? Use coupon on page 107 and you will get it!

#### 703—Car Screens

"Roll-Away" screens, with 2 types of installation clips, for installation on any conventional car or station wagon door, have been announced by Mitchell Mfg. Co., 1601 Ballman Rd., Fort Smith, Ark.

One type slips over the molding at top, if door has molding, and another type, with screws, is supplied for car door without molding at top. Both



types are packed with each screen. Other features of screen include a swivel-type pull-handle and bottom clip with a flexibility that prevents bending or twisting of screen. Rubber tips at either side of bottom pull bar protect window frame from scratches. Models for hardtops and convertibles, as well as custom-built screens for station wagons, are also available.

Want more info? Use coupon on page 107 and you will get it!

#### 704—Safety Jack Stands

Two safety jack stands, car Model 750 and truck Model 760, have been announced by Vulcan Mfg. Co., Inc., Winona, Minn.

Model 750 has a per-stand capacity of 2½ tons, with heights from 14" to 21". Model 760 offers a six-ton-per-stand capacity. Heights are from 19" to 28".

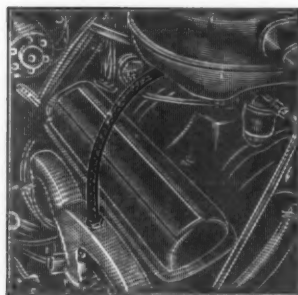
Want more info? Use coupon on page 107 and you will get it!



### 705—Automatic Choke Kit

Costly replacement of burned out heat tubes is said to be eliminated with the No. 206 repair kit for automatic chokes announced by Champ-Items, Inc., 6191 Maple Ave., St. Louis 14, Mo., for Chevrolet, Buick and Chrysler cars.

A permanent repair takes about 15 or 20 minutes. The heat transfer



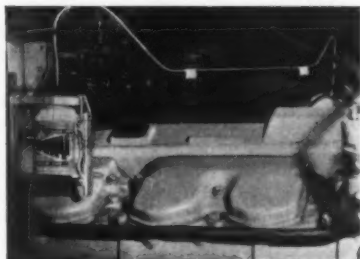
opens choke like original equipment, the manufacturer reported. Heat unit is installed in the exhaust manifold where the most exhaust heat would be given off.

*Want more info? Use coupon on page 107 and you will get it!*

### 706—Starting Fluid

Finely atomized Spray starting fluid is administered into the intake manifold through a closed system with the Instnstart Applicator introduced by Spray Products Corp., Box 844, Camden 1, N. J.

The fluid uses a standard pressurized container to give engines quick starts. With the applicator no



dust or dirt gets into the engine cylinder with the starting fluid, since there is no need to remove or bypass the air cleaner.

*Want more info? Use coupon on page 107 and you will get it!*

### 707—Ignition Test Scope

With just two test connections, an ignition scope introduced by Allen Electric and Equipment Co., Kalamazoo, Mich., tests 4-, 6- or 8-cylinder engines.

The scope requires just four controls for the complete range of tests,



the manufacturer asserted. A pattern guide is included with each scope. This "Dial-Chek" shows nine sample patterns covering most common ignition failures and gives diagnosis and correction procedure for each.

*Want more info? Use coupon on page 107 and you will get it!*

### 708—Acrylic Mix Service

A line of "Duracryl" acrylic mixing colors for refinish work, available in a series of bases with which a paint shop reportedly can duplicate any acrylic colors with the same speed and ease required to match conventional lacquer materials, has been announced by Ditzler Color Division, Pittsburgh Plate Glass Co., 800 W. Chicago Ave., Detroit 4, Mich.

"Exact-Weight Color-Mixing Service" is said to offer a practical, workable method of quickly duplicating thousands of automobile and truck colors with factory accuracy from a small stock of base tinting colors. Measuring of colors is done with a calibrated weight scale on which quantities as small as one five-thousandths of a gallon can be accurately weighed in gun cup or can, according to the company. The accuracy com-

bined with a complete formula service reportedly enables a paint shop to duplicate a color exactly and repeatedly with the same precision.

*Want more info? Use coupon on page 107 and you will get it!*

### 709—Valve Service Tools

Two companion valve servicing tools have been announced by Hall-Toledo, Inc., 2931 South Ave., Toledo 9, Ohio. These are the Model MR valve seat inserter and valve guide reamer and the Model EJ eccentric valve seat grinder.

A 1/2hp Universal motor powers the Model MR, which reams valve guides oversize to the engine manufacturers' specifications and will counterbore the head or block for installation of new valve seat ring with diameters from 3/8 to 3 5/16". For this range only 8 cutter blades are needed. The EJ eccentric valve seat grinder utilizes an improved micrometer-feed screw mechanism to control rate of grind at all times.

*Want more info? Use coupon on page 107 and you will get it!*

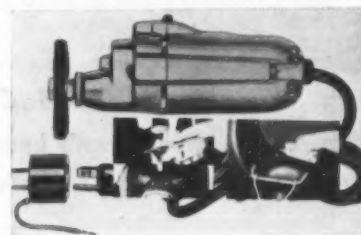
### 710—Electric Tire Buffer

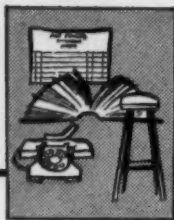
"Model 942" electric tire and tube buffer, reportedly designed to do a thorough job of cleaning and roughening tires and tubes quickly and easily, has been announced by Bishman Mfg. Co., Route 2, Osseo, Minn.

Said to be lightweight, compact and easy to handle, buffer will reach any spot inside a tire and provide power without excessive speed to avoid gouging or burning rubber. It is equipped with 3-prong plug and 2-prong adapter with ground wire for operator protection.

*Want more info? Use coupon on page 107 and you will get it!*

**(More New Products on page 111)**





## SOUTHERN JOBBERS and FACTORY MEN

# His 'Stunt' Merchandising Pays

**P**AT Ferchill, owner and operator of Reliable Motor Supply in Longview, Texas, believes that automotive wholesalers will have to turn more spectacular in their merchandising methods to survive changing times.

Spectacular is used in a comparative sense here. When an automotive wholesaler sells electric drills on a lay-away plan and gives power lawn mowers front position against his plate glass front, that is spectacular by comparison with the usual methods of merchandising by these wholesalers. Ferchill has taken those steps, and others.

His account of his experience in these departures resulted from a year-end review of the status of his business.

"Every year it becomes more and more difficult to produce a net profit," he reflected.

"You have to make concessions to meet competition in one spot and about the time you get that settled, it breaks out in another spot. There are more and more items of expense that retard an annual net profit.

"Each year I buy five new pick-up trucks, since I need that many for deliveries. I don't object to that so much, even if it is possible that next year I may need six. We do a lot of business—a big business—but this and that dig into net profit.

"On good authority I played it safe and bought a time clock for

By **BARON CREAGER**  
Southwestern Editor

\$160. Now I am told on absolute authority I can junk the time clock, don't need it. We have so much telephone business we have six straight lines and the boys say we couldn't do business with less.

"Well, as I see it, we jobbers have to take a more lively view of what's going on in this business and, perhaps, make some radical changes in the way we sell merchandise. I have been just as guilty as the rest. I think we sit around too much, sensing all the changes that are taking place, but don't do anything positive about it."

However, Ferchill has done something about it. Even though he is not sure he is on the right track, he has established to his own satisfaction there are more ways than one to sell merchandise in automotive wholesaling.

"The merchandising program of a local chain store has held my interest for some time," he explained.

"I watched them pretty steadily to see what they were doing and what ideas I could borrow. Last year, early in February, they built a mass display of lawn mowers in one of their most prominent windows. February, and hardly a mower in our town turns over until April!

"In our store we have plenty of

window space—nearly 100' of plate glass across the front. And we also have a line of power mowers. So when I went to the store that day last February, we lined up our mowers wheel-to-wheel across the front window. From those mowers just sitting there on display, we sold seven by the middle of March—more than one a week—and more than we sold in the same time by any other method. Since then we keep power mowers in the front window the year 'round."

This gave Ferchill another idea. Back in the warehouse he had a surplus stock of a certain make and model of jack. On the display floor was one of these jacks. All the jacks, two dozen in all, were mass-displayed on the sales floor in front of the counter. In 45 days, 14 jacks were sold off the floor.

"We even went in for bicycles and sold quite a few bicycles on the time-payment plan just as an experiment," Ferchill recalled.

"We are not sure that a line of bicycles is too good for an automotive wholesaler. But they do get into the store, people who don't usually patronize a jobber's place of business. Maybe we jobbers need something different in the way of merchandising ideas to build a variety type of traffic.

"The time-payment plan is not a bad idea. We have had good success with a variation of the plan on electric drills. We work it as a lay-away plan. There are a lot of people who need an electric drill, but can't walk in and plunk down the cash. We haven't lost any money through either of these plans, but we have gained friends and customers."

Another "stunt" saved a considerable amount of money that was in danger of being lost and with it a number of old customers,

### He Succeeded in Being Different

Wholesalers aren't known for using any spectacular merchandising. This Texan's program is different.



also about to be lost, because they were on the past-due list.

Each year, a number of Longview merchants, including Reliable Motor Supply, cooperate to give away a new automobile to the lucky ticket holder. Each participating merchant gets a certain number of tickets to distribute as he chooses.

"We distributed our tickets among our past-due customers," said Ferchill.

"We concentrated this idea on the 90-day-and-over past-due accounts. We advised them that for each dollar of past-due account that was paid up, they would get a certain number of chances on the new car.

"That idea cleaned up a lot of old and bad accounts. It worked like magic and was highly beneficial in at least two ways. We didn't have to get tough with these accounts and, thereby, lose their friendship and their future business. Furthermore, we didn't have to go to the expense of bringing suit and getting into costly litigation—litigation that would surely eat up a portion of the amount due us and, surely, alienate the account permanently. That is the best and cheapest collection procedure in our experience."

Ferchill has resolved that, during 1959, he will give more of his attention to merchandising methods that may be a bit more daring and, also, put his business closer to his customers.

Meanwhile, he is planning to build an antique car museum on the principal East-West highway bisecting Longview—U. S. 80. During the past two or three years, Ferchill has accumulated a total of 16 antique automobiles. These, and others he may acquire, will be placed in the museum where they can be seen and admired by the public—for an admission fee yet to be determined.

### **Texan Hires Interpreter**

A bi-lingual (English-Spanish) parts employee to handle increasing Mexican business has been added by Truck Parts Supply, Pharr, Texas, Office Manager Leo C. Buckley announced.

Weyman Carter has been added to the counter sales force of Holland Auto Supply, Inc., Greenville, S. C., according to President Ned Holland. Carter was formerly with Hills Auto Supply, Georgetown, S. C.

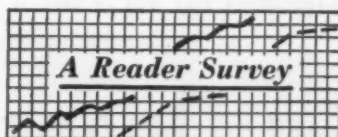
## **'59's Going to Be Great, They Say: 84% Report '58 Sales Volume Higher**

**I**F THIS year doesn't prove better than last year—itsself no piker for many jobbers, some Southern and Southwestern wholesalers are going to be surprised.

Answers to a survey mailed 350 last month turned up the expectations of even greater volume than the figure (generally higher) achieved in '58 over '57.

For example:

A well-known Mississippi executive reported a rise in sales last



year of 14.95% over '57 and commented, "Looks like 1959 will be as good or better."

A veteran Dallas, Texas, firm listed an upturn of 13% for last year and its owner asserted, "Looks real good for 1959."

The office manager of a small-town Texas firm which does a sizable volume in truck parts reported 1958's sales whipped the '57 figure by 20% and "prospects are good for 1959."

A seasoned Jacksonville, Fla., house tallied a rise of five per cent in sales in 1958 and "we expect a similar increase in 1959," the president said.

Eighty-four per cent of the respondents in the survey reported their sales in '58 exceeded the '57 total. Eight per cent listed the same amount and eight per cent recorded a downturn. The latter generally was less than five per cent, although some went as high as a drop of ten per cent.

Strange to say, some registered a drop of a few percentage points in sales, but their profits were up, in some cases up both for the gross and net.

Reflecting the usual trend lately of the higher cost of doing business, a majority found profits failing to rise in step with their rising sales.

A long-time Kansas house chalked up a sales increase of 12%. Its president observed:

"We think we just about went along with the times and we aren't too proud of our showing."

A Virginian's sales last year sped ahead of '57's by 25.9%.

"More redistribution" accounted for a big part of the 12% climb in sales for one Missouri firm.

An Atlanta, Ga., firm, in business for more than a generation, registered a sales increase of 14.67% last year.

Texas, once the home of a continuing drought, noticeably was in the higher sales column, as most companies there have been for nearly a year. Some concerns experienced sales rises as high as 25% over the preceding lean year.

Many companies found the last six months of '58 far brisker than the first half.

Lawn mowers declined in sales for a Shenandoah Valley Virginian, holding his over-all sales figure to a climb of two per cent, although he said his strictly-automotive business was "much better than the two per cent indicates."

A South Carolina firm of nearly two generations' standing had a sales climb of two per cent last year, but net profit was up ten per cent, believe it or not. How this was achieved was not disclosed, but many jobbers have resorted to some lines offering longer profit margins.

Some, too, have reported closer attention to obsolescence.

A Birmingham, Ala., company registered a gain of 25% in sales last year. Even December, "usually a slow month," was good, the president reported. He attributed the expanded business to "more cars in the repair age; people seem to prefer fixing up the older cars instead of trading up."

The increase of 11% for a Piedmont South Carolinian was due to the addition of a small branch store in the same city as the headquarters store.

### **Tennessean Enlarges Branch**

A new and larger branch store, covering 4,000 square feet, at Hopkinsville, Ky., has been announced by J. D. Caruthers, manager of J. B. Cook Auto Machine Co., Nashville, Tenn.

"We have recently added Exide batteries to our lines," announced Ned Holland, president of Holland Auto Supply, Inc., Greenville, S. C.





Most of Chicago's nearly-a-mile-long Navy Pier will be used to house the hundreds of booths.

# IASI Show Opens Feb. 18

**F**IFTEEN thousand or more persons are expected to attend the first nation-wide service industries show to be held since 1954.

It's the International Automotive Service Industries Show, set for Chicago's Navy Pier Feb. 18-21. Attendance at past shows has varied from 14,000 to 18,000, and no one was expecting the crowds to be smaller this time.

John M. Wells of Ingersoll-Rand Co., New York, chairman of the Joint Operating Committee, which stages the exhibition on behalf of the three sponsoring associations, advised *SOUTHERN AUTOMOTIVE JOURNAL*:

"Automotive jobbers will find more new products on exhibit than they have seen at any automotive aftermarket show in the past. This is especially true of overseas visitors, most of whom have not seen the automotive products that have been developed during the period elapsed since the last ASI Show and booth conference in December 1954.

"This is the first time a show of this scope and operated by the JOC has been held in February. With business steadily improving, jobbers and manufacturers alike will have the opportunity to make the contacts that will be mutually profitable in this growing better business cycle.

"With two days (Feb. 20-21) open to the trade, mail order and chain store executives, as well as

major oil company and petroleum marketing executives and other qualified groups, will be admitted for the first time by invitation. All of these visitors, including the dealer trade, will be seeing these many new products for the first time."

The chairman asserted that "jobbers located within 200 miles from Chicago and all exhibitors will have an added business advantage over past shows of this type by having well-organized dealer attendance, many groups of which will be transported to the show by bus service arranged by the jobbers and the JOC.

"Jobbers attending the show from beyond the 200-mile limit, if they stay for one of the open days, will have a splendid opportunity to appraise the value of these open days, looking to the time that this rotating IASIS is scheduled possibly to be held in their area."

More space has been sold for this show than for its predecessor 1954 show, Wells reported. Approximately 450 exhibitors had signed up early last month for approximately 1,000 booths occupying around 120,000 square feet of exhibit space.

On Wednesday, Feb. 18, the show will run from 10 a.m. to 6 p.m. and will be open to manufacturer and wholesaler members of National Standard Parts Association, Motor and Equipment Manufacturers Association and

Motor and Equipment Wholesaler Association and to members of the Overseas Automotive Club.

On Thursday, Feb. 19, the same hours will be observed and the show will be open also to invited guest wholesalers and manufacturers' national accounts.

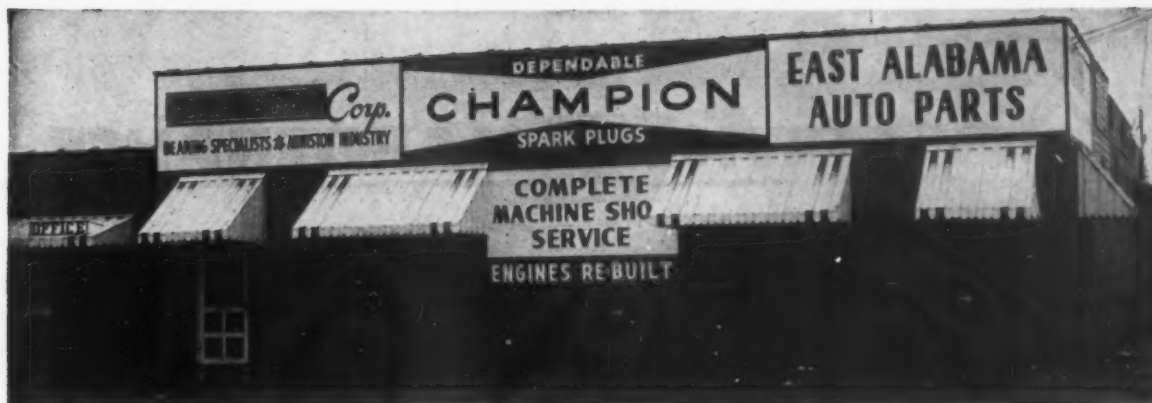
The show will run from 2 p.m. to 11 p.m. Feb. 20 and 21 and will be open to dealers, service station operators, garagemen, fleet operators—"everyone in the automotive service trade."

Pre-show events include conventions or meetings of the three sponsoring associations plus Automotive Booster Club International, Automotive Affiliated Representatives and Automotive Parts Rebuilders Association.

Distinctly the highlight of these meetings will be the combined session of members of MEWA and NSPA at which they are scheduled to be merged into a new group, Automotive Service Industry Association.

## Crescent Appoints Roelandt

E. J. Roelandt & Associates of Pittsburgh, Pa., has been appointed representative in a territory including West Virginia and Cumberland, Md., by The Crescent Co., Inc., Pawtucket, R. I., manufacturer of automotive wire, cable and battery cables. Eastern Kentucky is covered by MacMullin Sales Co., Indianapolis 20, Ind.



## Spawned by Growing Pains

**T**OM, Dick and Pete Sawyer aren't necessarily expecting growth in the future at the rapid pace of the immediate past, but they've just made allowances for some added expansion at their Anniston, Ala., business home.

East Alabama Auto Parts' volume has doubled since January 1955 "and everything points to a

P. J. "Pete" Sawyer appears here with his sons (l. to r.), Dick and Tom. "Too bad the old man is not Harry instead of Pete," commented this well-known Southern wholesaler, a former executive of Womwell Automotive Parts Co., Lexington, Ky.



continued expansion of volume, although I am not enough of an optimist to expect to double it again in the next four years," commented P. J. "Pete" Sawyer, the president.

A satisfactory new lease could not be negotiated so the past president of the Automotive Engine Rebuilders Association and Automotive Wholesalers Association of Alabama bought the property it now occupies, giving ample room for parking and expansion of the

main building (above) from its present 50' by 100' and a rear warehouse of 25' by 25'. Over-all space amounts to 6,400 square feet, compared with the old 3,000. The entire lot is 75' by 300'.

The counter shown here is 45' long, in contrast to the old one which was 20'.

Note how counter men can push work through window to shop with the order. Heavy work is brought  
(Continued on page 154)



## SERVICE and MAINTENANCE

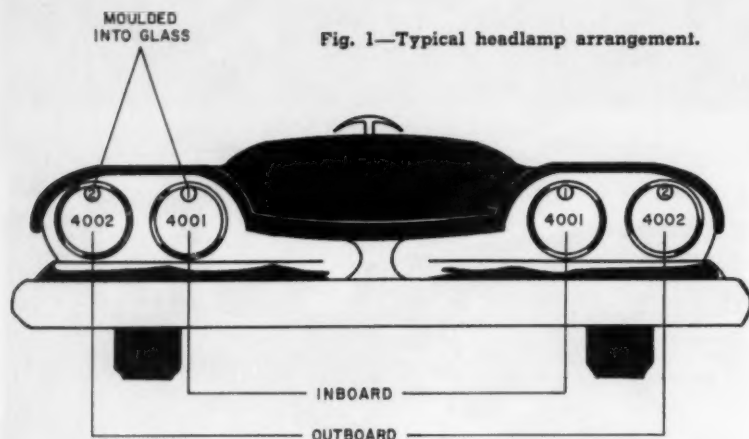


Fig. 1—Typical headlamp arrangement.



By E. M. LOWERY  
Technical Editor

# '59 Chrysler Dual Lamps, Beam Changer and Mirror

WHEN the state motor vehicle administrators accepted the dual-headlamp system, they were aware of the problem which existed in aiming one pair of the lamps in the dual system. However, they were assured by the industry that definite steps would be taken to provide proper headlamp aiming.

While the dual headlamp was invoked to overcome certain design deficiencies of the single-headlamp system, it introduced a problem in aiming. The headlamp which presents this problem is the one which provides a high-intensity, non-symmetrical low beam. Therefore, should this type of headlamp be improperly aimed, it could constitute a hazard on the highway because of glare.

Following are instructions for servicing the Chrysler Corp. dual headlamps, the automatic beam

changer and the electronic rear-view mirror.

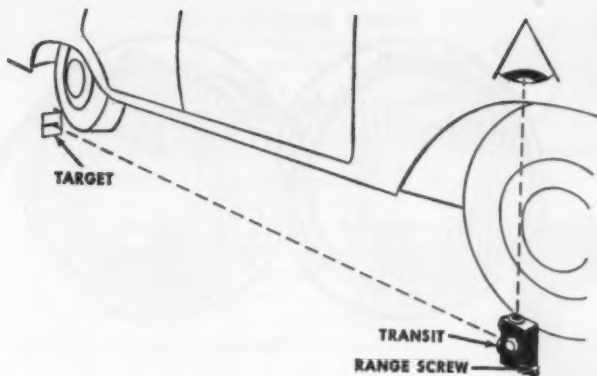
Dual headlamps (four head-

lamps) are standard equipment on all models. One pair of headlamps, designated as the 4001 units, is mounted "inboard" at the front of the vehicle. The other pair, designated the 4002 units, is mounted "outboard" at the front of the vehicle.

Note: For quick and easy identification, the 4001 units are identified by the numeral "1" molded into the lamp lens at 12 o'clock position. The 4002 unit has the numeral "2" molded at the same position on its lens.



Fig. 2 —Headlamp aiming kit.



Above: Fig. 3—Determining slope of floor (typical).  
Right: Fig. 4—Adjusting floor level compensators.



The 4002 unit is designated principally for low-beam operation.

The 4001 unit is designated for upper beam operation only, to provide a high intensity "reach" down the highway. For low-beam operation (city driving, passing another vehicle, etc.) the low-beam filament of the 4002 unit *only* is operating.

Pre-aiming instructions:

Before installing aimer kit, tool C-3674 (Fig. 2), complete the following pre-aiming instructions:

1.—Check dimmer switch for faulty operation.

2.—Check high-beam indicator (indicates that high beam is in operation when lit).

3.—Check for badly rusted or defective headlamp assemblies. These conditions must be corrected before a satisfactory adjustment can be made.

4.—Place vehicle on a level floor.

5.—Check front spring height. Adjust to specifications, if necessary.

*Note:* Headlamp aiming should be an essential and the final step in front-end alignment or spring height adjustment procedures.

6.—Check tire inflation. Tire pressure should be uniform and within specifications.

7.—Rock vehicle sideways to allow car to assume its normal position.

8.—If gasoline tank is not full, place a 100-pound weight in trunk of vehicle. There should be no load in the vehicle other than the driver.

9.—Thoroughly clean headlamp lenses.

Compensating the aimers (Figs.

3 and 4):

1.—Place transit on floor in line with vertical centerline of the right front wheel. Place split-image target in like position at right rear wheel.

2.—Adjust range screw on transit until target split-image coincides or merges into one unbroken line.

*Caution:* Make sure that line of sight is perpendicular from the eye to the viewing port of the transit and that target is centered in viewing port of transit.

3.—Turn dial on side of transit until bubble in spirit level is centered.

4.—When bubble is centered, note "plus" or "minus" reading on compensator scale. This figure indicates the degree of slope of the floor and must be transferred to each aimer as follows:

5.—With a screwdriver, turn adjusting slot of floor level compensator in each aimer, until the correct plus or minus figure (or fractional part) appears in the proper window (Fig. 4).

Mounting and adjusting the aimers (Fig. 5):

*Note:* If aimers are suspected of being out of adjustment, refer to recalibration procedures detailed later in this article.

1.—While holding an aimer in alignment with the lens of one "outboard" headlamp, bring aimer up to and against headlamp lens.

*Caution:* Make certain that headlamp lens pads are making full contact with aimer mounting flange and aimer target is facing "inboard."

2.—Push release lever forward (to expel air from suction cup) and, while holding aimer firmly against headlight aiming pads, slowly pull release lever back until the spring lock engages in the slot.

3.—Mount the second aimer on the other "outboard" headlamp, in the same manner.

4.—On each aimer, set pointer to numeral "2" on the down side of the down-up scale.

5.—On each aimer position the pointer of the right-left scale at zero.

Checking headlamp aim:

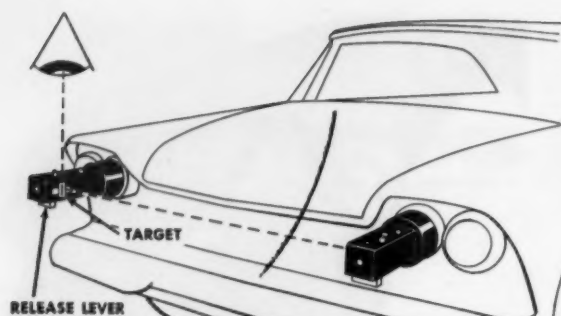
*Note:* It is not necessary to remove headlamp doors in order to make a quick check of headlamp aim.

1.—Horizontal check: turn right-left scale knob until split-image is in alignment. If right or left portion of scale exceeds the following values, the lamps should be aimed:

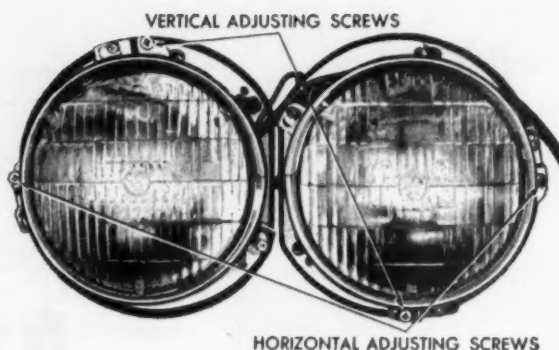
### March: It's Tune-Up Time!

Spring can't come too soon for any of us! Next month Technical Editor Lowery takes you from stem to stern in suggesting spring tune-up procedures for your customer's vehicles.





Above: Fig. 5—Mounting and adjusting aimers (typical).  
Right: Fig. 6—Headlamp adjustments.



Note: Values given represent inches at 25'.

	Right	Left
#1 Unit	4	4
#2 Unit	4	0

2.—Vertical check: turn down-up scale knob until spirit level is centered. If down or up portion of scale exceeds the following values, the lamps should be aimed:

	Down	Up
#1 Unit	1/2 to 3 1/2	0
#2 Unit	1/2 to 3 1/2	0

If it is found that adjustment is necessary, remove aimers and proceed as follows:

Adjusting the headlamps (Fig. 6):

Horizontal adjustment:

1.—With pointer of right-left scale still set at zero, sight through the aimer viewing port.

Caution: Make sure that line of sight is perpendicular from eye to viewing port of aimer and that target image is centered in viewing port of aimer.

2.—While sighting through viewing port of aimer, turn horizontal adjusting screws on headlamp until split-image target line merges into one unbroken line.

Note: To remove backlash, be sure to make final adjustment by turning headlamp horizontal adjusting screw in a clockwise direction.

3.—Make horizontal adjustment on other "outboard" headlamp in the same manner.

Vertical adjustment:

1.—Turn vertical adjusting screw on headlamp in a counter-clockwise direction to bring the bubble of the spirit level on aimer to car side of center. Exert caution to avoid disturbing installed position of aimers. Turn screw clockwise until bubble is centered for correct aim and elimination of backlash.

2.—Make vertical adjustment on

other "outboard" unit in same manner.

3.—Recheck target alignment on each side and readjust horizontal aim, if necessary.

Proceed to adjust the "inboard" units by following the instructions as outlined for the "outboard" headlamps. Replace headlamp doors.

4.—Remove aimers from "outboard" headlamps by releasing the spring lock at rear (bottom) of aimer and pushing release lever forward.

Caution: Do not attempt to remove aimers by pulling them away from headlamps lens. Slide suction cup downward and away from lens.

Servicing the aimers:

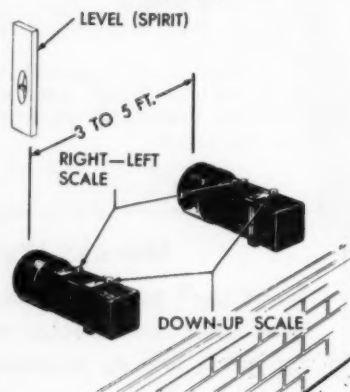
Check aimer for calibration (Fig. 7):

1.—Using a carpenter or stone mason level of known accuracy, locate a true vertical plate glass window or smooth surface.

2.—Set down-up pointers on down 2.

3.—Set right-left pointer and floor level compensator at "O".

Fig. 7—Checking aimers for calibration.



4.—Secure aimers to glass or smooth surface three to five feet apart so split-image targets can be located in the viewing ports.

5.—If bubble is centered in vial, vertical calibration is correct. If bubble is not centered, make adjustment, as outlined in "readjusting aimer calibration" below.

6.—The horizontal aim is correct if the targets on opposite aimers are aligned in viewing ports. If targets are not aligned in viewing ports, make necessary adjustments as outlined below.

Note: If aimers require adjustments, allow aimers to remain on glass or smooth surface and proceed as follows:

Readjusting aimer calibration:

1.—Set down-up pointer at down 2 and right-left pointer and floor compensator scale at "O".

2.—To make the down-up adjustment, rotate level adjusting screw until bubble is centered in spirit level.

3.—To make the right-left adjustment, rotate mirror adjusting screw until target split image becomes aligned.

The automatic beam changer:

The automatic beam changer is an automatic headlight control unit which senses the headlight intensity from other vehicles and automatically adjusts the headlights of the vehicle in which it is mounted, to a bright or dim setting.

A scanner and base assembly (Fig. 8) is mounted on top of the instrument panel, directly in front of the steering column. The control unit is mounted on a convenient structural part (for grounding purposes) of the vehicle's body (Fig. 9).

Operation:

The changer will dim the headlights when an oncoming car is seen at a distance of approximately

1,200'. The unit will reset the headlights on "bright" within half a second after the approaching car has passed.

The headlight setting can be interrupted by using the conventional dimmer switch. If the unit has a "bright" setting and the driver feels that a "dim" setting is required, he can override the automatic control by depressing the dimmer switch to obtain the "dim" condition. Automatic operation is restored when the driver again depresses the dimmer switch.

#### Driver adjustments:

A knob situated at the rear of the scanner unit (Fig. 8) provides a sensitivity adjustment. If the headlights do not "dim" quickly enough upon approaching another car, it is an indication that sensitivity is set too low and correction is made by turning the scanner knob clockwise (to the right).

If the headlights "dim" too soon, sensitivity can be decreased by turning the scanner knob counter-clockwise (to the left).

Aiming the automatic beam changer (scanner):

#### Pre-aiming instructions:

Before attempting to aim the scanner, complete the following pre-aiming instructions:

- 1.—Place vehicle on a level floor.
- 2.—Check front spring height. Adjust to specifications, if necessary.
- 3.—Check tire inflation. Tire pressure should not vary more than three to five pounds among tires.
- 4.—Rock vehicle sideways to allow spring shackles, etc., to assume a normal position.
- 5.—If gasoline tank is not full, place a 100-pound weight in trunk of vehicle.



Fig. 8—Scanner and control unit.

6.—There should be no other load in the vehicle, other than the driver.

7.—If the vehicle is placed in an area in which the floor is not level, it will be necessary to take this condition into consideration when aiming the scanner unit.

#### Aiming the scanner:

Vertical alignment of the scanner unit is critical.

Mount scanner aimer, tool C-3697, on the scanner unit as shown in Fig. 10. Make sure that all conditions listed under "pre-aiming instructions" have been met before proceeding with the aiming operation.

Loosen the cross-recess head locking screw (Fig. 8) just enough to permit free movement of the scanner through its arc, as controlled by the mounting base. (To-

tal angular deflection of the scanner unit is six degrees.)

If the floor is not level, use the split-image transit and target assembly of headlamp aimer kit, tool C-3674, to determine slope of floor, as outlined in the directions contained in the aimer kit.

Move scanner forward or backward on base (through arc) to bring the *leading edge* of the bubble of scanner aimer, tool C-3697, in alignment with the proper "plus" or "minus" value (on level dial) which was obtained from the transit of aimer kit, tool C-3674.

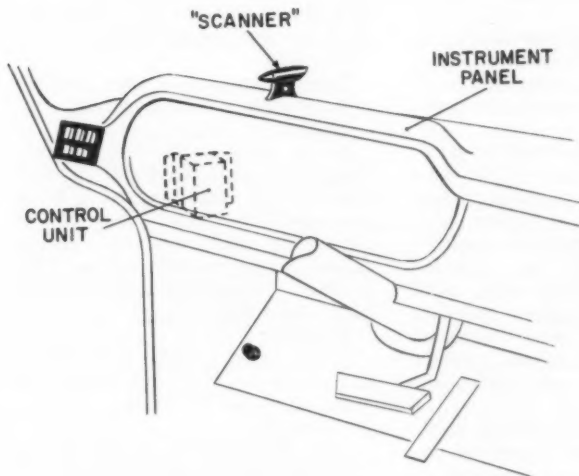
For example: If transit indicates that a minus 2 correction for slope is necessary, bring *leading edge* of bubble of aimer tool, C-3697, to the minus 2 index line. Refer to Fig. 10. Tighten locking screw (Fig. 10) securely and then re-check position of bubble. If position of bubble has changed, loosen locking screw slightly and make necessary correction to bring bubble once more into desired position. Retighten locking screw securely and remove scanner aimer tool.

The electronic rear-view mirror ("Mirror-Matic"):

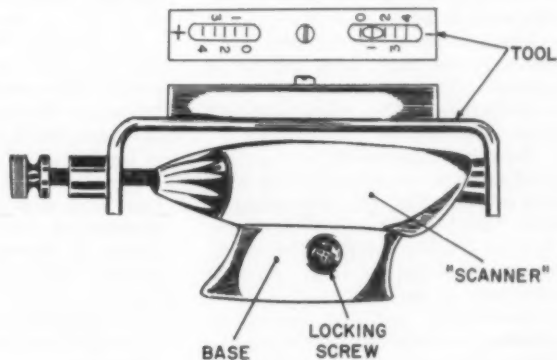
The electronically operated rear-view mirror, as shown in Fig. 11, is a self-dimming rear-view mirror which provides maximum rearward vision at night, since the bright reflecting surface of the mirror is in use except when glaring light strikes its surface.

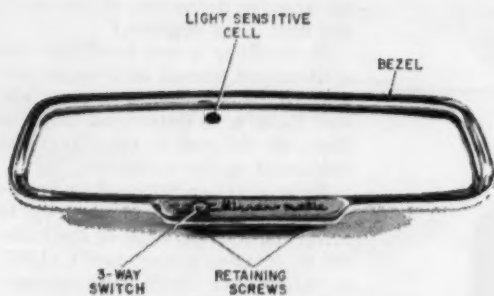
The electronic glare-detecting mechanism is housed entirely within the mirror case. Sensitivity is selected by a three-position switch on the front of the mirror bezel (Fig. 11).

"Off" locks the mirror in the normal "bright" position. Selection of either "city" or "hi-way" switch



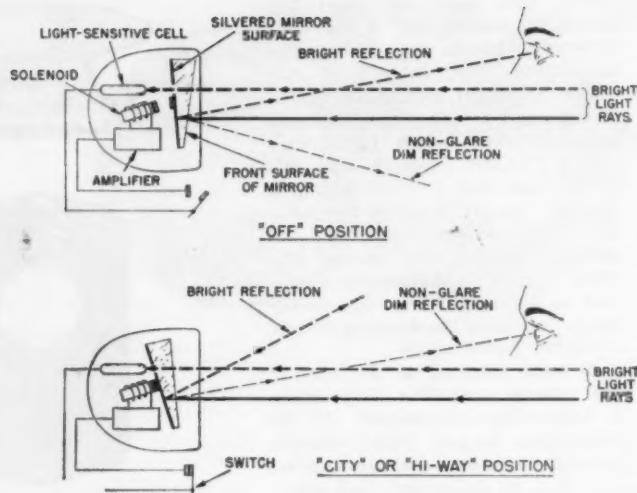
Left: Fig. 9—Location of beam-changer control unit.  
Below: Fig. 10—Mounting scanner aimer tool.





Above: Fig. 11—Mirror-Matic mirror assembly.

Right: Fig. 12—Positioning mirror.



position permits the mirror to respond to glare conditions. It is less light-sensitive when "city" has been selected and therefore response to neon signs, street lights, etc., is held to a minimum.

The heart of the automatic tripping mechanism is a tiny photoelectric cell which "sees" through a small aperture in the silvered mirror surface (Fig. 11.). Light striking the cell generates a small current which increases with increasing light intensity.

When the light intensity becomes high enough to cause annoying glare, the current is enough to activate a miniature amplifier and solenoid assembly which pulls the prism mirror a few degrees upward to reflect a dim image off the front surface of the glass and into the driver's eyes. As long as glare is present, the mirror will remain in its "dim" position, returning immediately to its normal "bright" position when the glare drops below a pre-set level.

Driver adjustment (positioning mirror):

When adjusting the position of Mirror-Matic for best visibility, loosen lock nut at mirror support base and turn off the headlights (headlight circuit energizes mirror system) and set the mirror for brightest image.

When adjustment for best visibility is obtained, lock mirror in position by turning lock nut (clockwise) at the mirror support base (Fig. 12).

Service adjustments:

If a glare condition exists with the switch (Fig. 11), set either in the "city" or "hi-way" position. It is an indication that the sensitivity in either or both of these positions is too low.

Sensitivity can be raised by making an internal adjustment at the mirror assembly as follows:

1.—Remove plastic knob from three-position switch (Fig. 11) by carefully pulling outward on plastic knob.

2.—Remove the two screws (Fig. 11) and remove bezel by lifting bezel outward and upward (to clear metal retaining tabs).

3.—Expose internal mechanism of mirror assembly by lifting top portion of back cover upward (to clear metal retaining tabs) and moving back cover rearward over mirror support. Move back cover rearward only far enough to provide access to potentiometer adjusters.

4.—To increase sensitivity of the "city" position, turn the arm of the potentiometer marked "city" in the direction indicated by the arrow.

5.—To increase sensitivity for "hi-way" driving, turn the arm of the potentiometer marked "hi-way" in the direction indicated by the arrow.

Note: To decrease sensitivity of either or both the potentiometers, turn potentiometer arms in the direction opposite to direction indicated by arrow.

6.—Replace back cover by positioning back cover over the two metal tabs and aligning screw holes in bottom of cover with threaded holes in mirror support.

7.—Install bezel by aligning slots at top of bezel with metal tabs and aligning screw holes in bottom of bezel with threaded holes in mirror support replace screws (Fig. 11) and tighten securely.

8.—Replace plastic switch knob.

9.—Adjust mirror to desired position and test operation of unit.

## Repairing '59 Chevy's Direction Signals

CHEVROLET Division has issued the following instructions on repairing its 1959 passenger-car direction signals:

The most prevalent causes of 1959 passenger-car direction signal malfunction are listed below, along with recommended correction for each.

Trouble:

Cancelling prong on steering wheel will not cancel the control lever.

Correction:

Remove steering wheel and bend cancelling prong on wheel assembly so that it stands perpendicular to the hub of the wheel. Do not "over bend" the prong as this will lead to an objectionable clicking sound when the turn signal lever is in the neutral position. Use care in replacing the wheel so that the prongs do not strike the steering shaft on assembly.

Trouble:

Turn signal will not cancel, usually only in one direction.

Correction:

Some early-production cancelling pawls, part No. 5950164, were distorted in manufacture, causing the pawl to remain clear of the cancelling prong on the steering wheel when moved into a turn position. Replacement of the pawl is the best fix.

Trouble:

Turn signal cancelling is erratic and may or may not cancel on turns in either direction.

Correction:

This condition is usually due to  
(Continued on page 84)





## HEAVY DUTY EQUIPMENT

### TRUCKS • FLEETS



Frequently the inspection and servicing of small or large truck clutches call for identical procedures.

# Clutching Clutch Jobs

**T**RUCK and industrial engine clutches are not disappearing from the service scene as rapidly as the passenger-car clutches are giving way to automatic drives.

"Gear jammers" still have plenty of heavy-duty vehicles with stick shifts for them to keep their gear-meshing techniques dusted off, although automatic drives are moving into the field to some degree.

Mechanics turning to truck clutch maintenance from a passenger-car service background are frequently surprised at how particular and demanding the professional truck driver can be about the action of his clutch. Anything short of perfection isn't good enough for men who don't wish their work to become a daily "grind." Smooth starts and constant shifting to fit load to engine rpm keep the driver constantly alert to clutch condition and performance.

The serviceman has to face the same problems the clutch designer did in attempting to fit the clutch

By E. S. HARRIS

to the job, and this isn't always simply a case of making a bigger clutch to handle the bigger job.

Heavy-duty clutches intended for high-speed engines pose dynamic-balance problems not so important in the lower rpm engines in other vehicles. Size limitations may require two lined discs with an extra drive plate between them to provide sufficient contact surface with less diameter.

Multiple coil springs or a diaphragm may provide the pressure energy for clutch engagement as in modern passenger cars, or a single or double spiral spring may do the job after the fashion not seen on a passenger car in many a decade. Whatever the method of applying pressure, it will become the mechanic's duty to test the spring tension against the specs for that particular clutch, as this is the main guarantee against slippage with resulting wear and heat, not to mention an immedi-

ate kick-back from a driver who will detect it in a moment.

Additional pressure to maintain clutch contact at increasing engine rpm is sometimes obtained by use of centrifugal release levers with counterweighted outer ends which tend to increase pressure-plate pressure against the disc as engine speeds increase. At lower speeds only the spring pressure is exerted, but as the velocity increases, the pressure is increased accordingly.

Fortunately there are not as many different types of clutches as there are trucks and industrial units manufactured, but aside from the few types of clutches designed by the engine manufacturer, the mechanic may encounter units designed by Borg and Beck, Fuller, Spicer, Inland, Lipe, Long and Rockford and it is well to know something of the principles of these jobs in use in trucks of various models.

One line of trucks may use two or more different makes or types of clutch for various engine sizes or job applications, and one make



of clutch may have more than one type or design carrying the brand name, so it is necessary to check the specs for the particular clutch and check the service procedures before tackling an unfamiliar one.

Probably one of the chief causes of trouble in unauthorized adjustments is the attempt to move the pressure plate in closer to compensate for lining wear on clutches for which no such adjustment is provided. If the adjustment is made by changing the lever adjustments, the alignment of the levers and the pressure plate is disturbed, which results in a jumpy pedal and jerky engagement and it finally allows the lining to be worn too thin. Lever adjustments are properly made only after the clutch has been removed from the vehicle and is placed in a clutch fixture or press where close measurements can be taken.

Another mistake that can lead to trouble is the removal and disassembly of a clutch assembly without first carefully making alignment marks on all parts so they may be replaced in the same position, come time for reassembly and replacing the unit in the flywheel.

And speaking of flywheels, most manufacturers discourage any machining of the flywheel clutch surface for safety reasons. A broken flywheel at high rpm can be a catastrophe. Machining of pressure plates and other reconditioning practices are usually given safety limits to which the rebuilder can operate to give the customer a serviceable unit.

While occasionally an unusual type of clutch will be encountered on an old or unusual vehicle or power unit—possibly a wet clutch or metallic lining arrangement—

the single or double dry disc in one of the previously mentioned designs is more likely to be the rule.

For instance, the Inland will be a diaphragm spring with single dry disc type with no adjustment for wear; the Long will have a single disc with a multi-spring arrangement, with centrifugal type levers on some models with no wear adjustment; the same is true of the Borg & Beck; the Lipe-Rollaway is single disc with a heavy spiral spring operating through 20 interlocked levers, adjustable to bring pedal  $\frac{1}{2}$ " to  $1\frac{1}{2}$ " free movement; the old Fuller has multiple discs, either single or multiple springs; the Spicer has two plates adjustable after removing housing cover.

On adjustable-type clutches it is always urged that pedal-free movement be observed so the adjustment can be made before slippage occurs and results in burning and damage to the parts. This is, of course, true when replacement is imminent because of lining wear of any clutch. There is little hope of salvaging pressure plates and other parts subjected to the heat developed from slippage. The pedal-free movement is the primary indication point in either case, since clearance is reduced as the lining wears.

While a sealed bearing is usually used as a pilot bearing in the crankshaft and the lubricant is sealed in for the life of the bearing, the throwout bearing may either be sealed or it may have a lubrication point, so the clutch should be inspected for possible need for lubricant.

Because of the intermittent-type service and the dry nature of the contact, spline shafts on which the clutch discs work require close inspection for wear before return-

ing to service. Dummy shafts or alignment tools should be available when returning the clutch to the engine so the parts will not be damaged when the transmission is replaced.

Some few trucks have a hydraulic clutch linkage arrangement where the pedal actuates the clutch throwout through a master cylinder hydraulic lines and slave cylinder system. Service to the cylinders is identical to servicing brake cylinders, though the adjustments must be made according to factory specs. On the White trucks, for instance, the pedal-free travel of 1" to  $1\frac{1}{2}$ " is obtained by adjusting the linkage at the slave cylinder. The clevis pin is removed and adjustment is made until a  $\frac{3}{16}$ " gauge rod fits in the clevis hole. The gauge is then removed and the clevis pin replaced.

This particular linkage can pose a diagnosis problem when the mechanical linkage wears to the point the over-center helper spring doesn't snap back. The hydraulic pressure builds up and the clutch won't engage. Prying the spring back over center clears the situation until repairs can be made, but don't pry it back with the engine running and the transmission in gear or there'll be an unscheduled take-off.

The Ford adaptation of the hydraulic clutch linkage calls for two simple adjustments, free travel and total travel. The total-travel adjustment positions the clutch pedal pad in fully released position so it parallels the brake pedal pad.

Free-travel is adjusted to not less than  $1\frac{3}{4}$ " and not more than 2". The release lever retraction spring is removed. The slave cylinder push rod is bottomed by push-

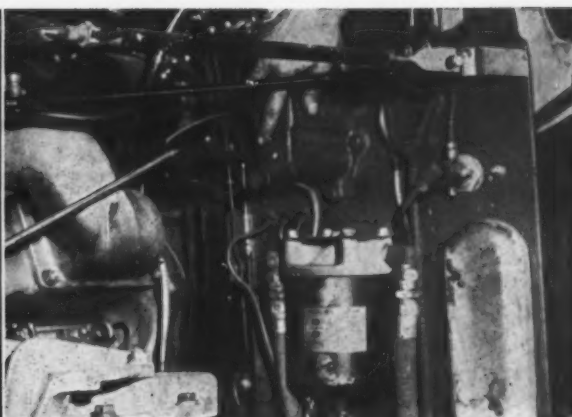
While the clutch pressure plate levers appear good for more service, the pressure plate itself is burned and

checked beyond hope for salvage by machining. There's good profit when properly equipped for clutch jobs.





Proper pedal-free movement on this hydraulic clutch pedal, which operates a master cylinder on the engine-compartment side of the firewall, is obtained by ad-



justment to the linkage of the slave cylinder on the clutch housing. Don't overlook heavy-duty clutches as a source to boost your shop volume to profitable size.

ing it toward front of truck as far as it will go. Then pull release lever toward rear of truck until bearing touches pressure plate release fingers.

Now adjust clearance between the slave cylinder push rod adjusting nut and clutch release lever to  $\frac{1}{4}$ ".

Adjust clutch master cylinder push rod eccentric bolt to obtain  $\frac{1}{4}$ " free travel at pedal pad before push rod touches master cylinder piston. These adjustments should result in the desired  $1\frac{3}{4}$ " to 2" pedal-free travel.

On clutches permitting adjustment for lining wear, either shim removal to given limits or, as in the Spicer, an adjusting ring similar to that used in a differential bearing adjusting ring may be employed. Specs should be consulted before making adjustments in these clutches. The Spicer clutch employs a clutch brake on its two-disc clutch to stop clutch shaft ro-

tation when pedal is fully depressed to facilitate gear shifting. (Clutch brakes were used on some early-model trucks dating back to World War I.)

The outer pressure spring in this clutch develops 190 to 210 pounds at two inches, while the inner spring shows 290 to 310 pounds at two inches. The pressure plate may be refaced to a minimum thickness of  $\frac{5}{8}$ ", while refacing of the flywheel is not recommended.

Many service jobs on heavy-duty clutches can be handled on regular shop equipment, using standard hand tools. Some manufacturers suggest special tools for some operations and gauges for making alignment adjustments, though they usually provide measurements so the job can be done by those not having the special gauges. Naturally, the heavy gear boxes require handling equipment capable of moving them in and out of position to reach the

clutch.

The springs in the multiple-spring-type clutches can usually be tested on the regular valve and clutch spring jig unless they are over the capability of the jig.

Specialty clutch and brake shops have clutch-rebuilding equipment capable of disassembly and reassembly to machine or replace worn parts. Otherwise the mechanic can usually handle this part of the work in the bed of the shop press.

Clutch service has always been one of the more profitable service operations for both passenger and truck shops, so there is no reason why this heavy-duty clutch work should be bypassed if it is available to any well-equipped shop.

### Bank at Miami Selects Ex-Chrysler Official

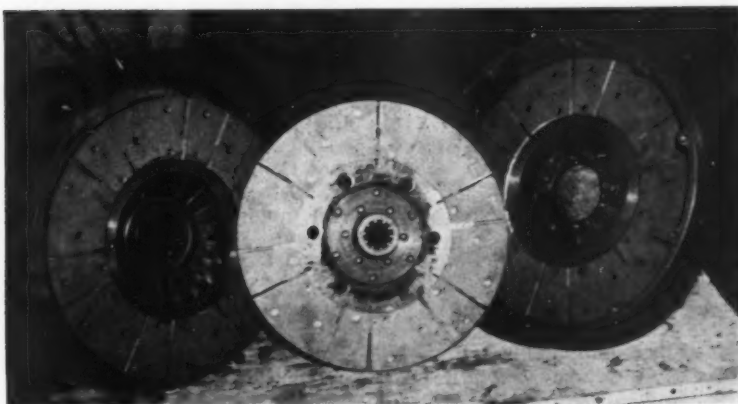
**H**OMER C. Smith, former Chrysler Corp. finance manager for the Eastern Seaboard, has been elected vice-president in charge of the consumer credit department of Pan American Bank of Miami—a Sottile Group Bank.

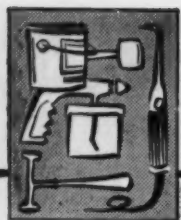
A former resident of Bessemer, Ala., Smith was associated with Commercial Credit Corp. as a district representative for about 20 years prior to joining Chrysler.

### Goldsboro Picks Southerland

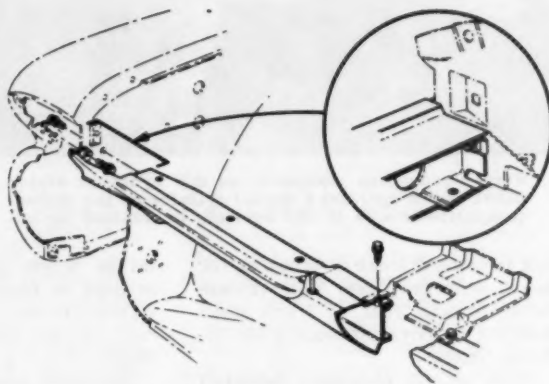
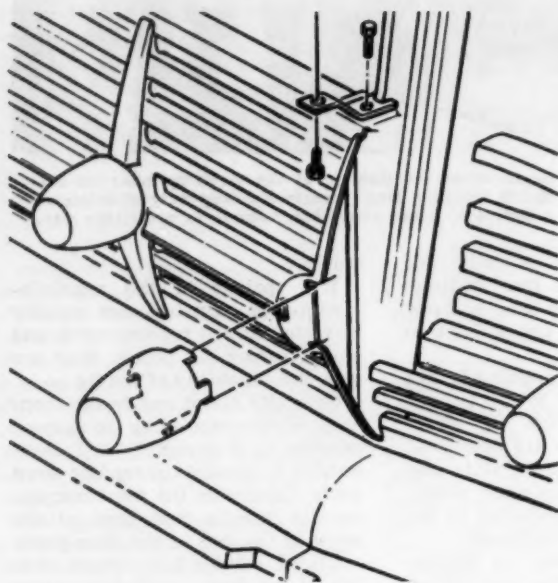
Frank Southerland, Pate-Dawson Motor Co. (Oldsmobile), has been elected president of the Goldsboro (N. C.) New Car Dealers Association. Vice-President is J. D. Pike, Jr., J. D. Pike Motor Co. (Chrysler-Plymouth), and J. F. Timmons, Community Motors Corp. (Ford), is secretary-treasurer.

Occasionally a less-orthodox-type clutch may be encountered in heavy-duty service work, but repair procedures are within the realm of standard service practice.





## BODY SHOP OPERATIONS



Left: Fig. 1—Radiator grille ornaments.  
Above: Fig. 2—Header panel attachment.

By E. M. LOWERY  
Technical Editor

# '59 Chevy Chassis Metal Service

**T**HE 1959 Chevy sheet metal is similar in design and service procedures to that of the 1958. Many procedures are the same; others differ sufficiently to call for new knowhow.

Let's start with the hood hinge. Removal:

1.—Prop the hood in the extreme open position and place protective covering over the cowl panel and fenders.

2.—Scribe position of the hood hinge on the hood and remove the two bolts.

3.—Scribe position of the hinge attachment on cowl wall. Remove the bolt attaching the front of the hinge to the fender bracket and the two bolts attaching the hinge to the cowl wall and remove hinge.

**Note:** The hinge spring may be removed if desired, either before hinge is removed from vehicle or as a bench operation after removal.

Installation:

1.—Seal hinge attaching holes at cowl wall with body caulking compound.

2.—Align hood hinge with scribe marks on cowl wall and install two bolts attaching hinge to cowl and single bolt attaching hinge to fender bracket. Install bolts snugly, but do not tighten.

**Note:** Hinge spring may, if it has been removed from hinge, be replaced as a bench operation or after hinge has been installed on vehicle.

3.—Align hinge with scribe marks on hood and install bolts snugly, but do not tighten.

4.—Close hood and align flush with cowl and fenders.

5.—Raise hood and tighten all mounting bolts.

6.—Remove protective coverings.

Hood lock and locking plate:

The hood lock and locking plate differ from former years in that

their positions have been reversed with the hood lock mounted on the radiator grille header panel and the locking plate mounted on the hood panel. The three lock bolt holes are slotted to provide a lateral adjustment.

Hood emblem:

Hood emblems are attached by self-threading nuts which may easily be removed to disassemble the emblems from the hood.

Hood front molding assembly:

The right- and left-hand hood molding assemblies are held to the front flange of the hood by four nut and lock washers each. Remove these nuts to easily remove the moldings.

Hood lacing:

The hood lacing is retained by clips snapped into holes provided at the front of the cowl.

Hood inner panel:

The hood inner panel is an integral part of the hood assembly



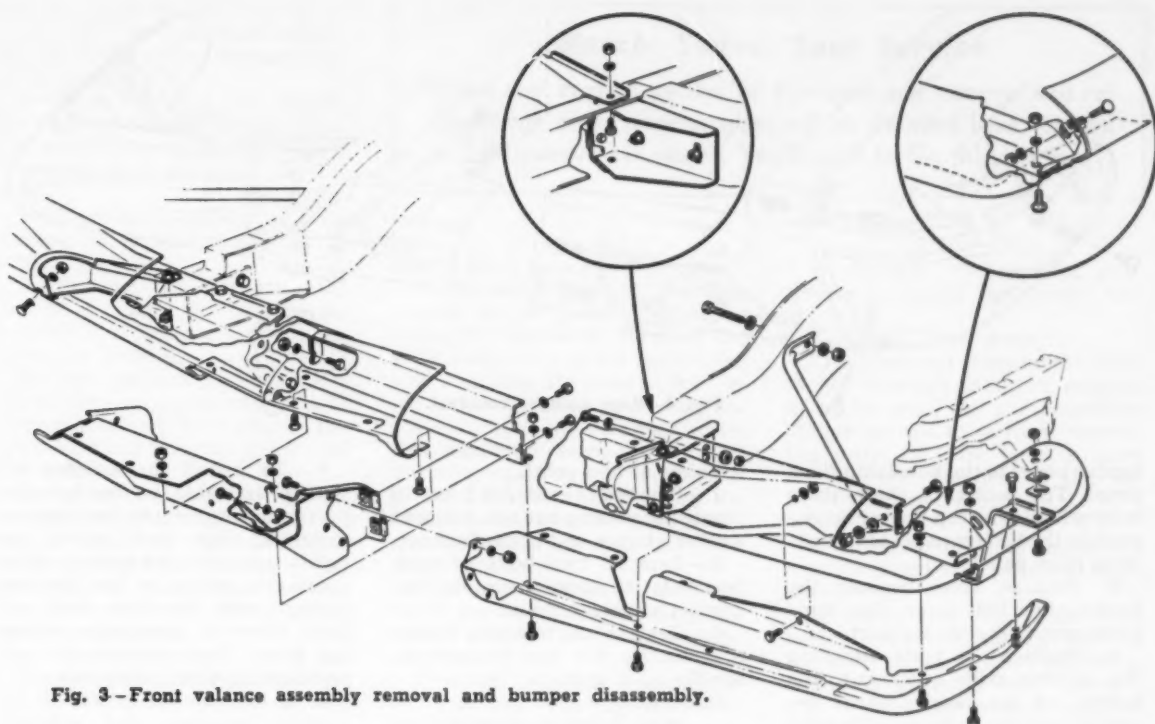


Fig. 3—Front valance assembly removal and bumper disassembly.

and cannot be disassembled.

#### Hood bumpers:

A stationary hood bumper is situated on each side of the hood at the fender to fender skirt attaching flange as in 1958. The adjustable bumper is, in 1959, located at each front corner of the hood panel assembly.

#### Hood assembly:

Removal, installation and adjustment of the 1959 hood assembly remains the same as in the 1958.

Radiator grille and associated parts:

#### Radiator grille:

##### Removal:

1.—Remove the retainers attaching the bottom of the grille to the bumper filler panel.

2.—Remove the bolts attaching the braces at the top of the grille to the header panel assembly.

3.—Remove the bolt attaching the center of the radiator grille to the radiator grille support assembly.

4.—Pull the grille forward and away from the vehicle, being careful not to scratch either the bumper filler panel or the header panel assembly.

Radiator grille ornaments (Fig. 1):

If it becomes necessary to remove and replace a radiator grille ornament, from behind the grille

straighten the ornament tangs and pull the ornament free of the grille. To replace, insert tangs of the ornament through the slots in the grille and with a suitable tool crimp the tangs to hold the ornament in place.

Radiator grille header panel (Fig. 2):

##### Removal:

1.—Remove both headlamp assemblies and both parking lamp assemblies.

2.—Remove the five screws attaching the braces at the top of the radiator grille to the header panel.

3.—Remove the two bolts attaching the hand lock support assembly to the header panel.

4.—Beneath each fender, remove the bolt attaching the header panel support to the fender skirt and reinforcement, and the three screws attaching the header panel to the filler panel assembly (one of which also attaches the reinforcement to the headlamp filler panel assembly).

5.—Still beneath the fenders, remove the two bolts which attach either end of the header panel to the fender.

6.—Carefully remove the header panel.

##### Disassembly:

1.—Carefully lay the header panel on a covered bench or otherwise protect it from scratches.

2.—Remove the bolts which attach the brackets on the radiator grille screens to the rear of the top flange of the header panel and header panel support and the bolts attaching the support to the bottom flange of the header panel and remove the header panel support.

3.—From within the header panel remove the nuts attaching the grille molding assembly to the front of the header panel and remove both the molding and the grille screen. Disassembly is now complete.

##### Assembly:

1.—Place the grille screens and molding assemblies in position and from within the header panel install the nuts attaching both to the header panel.

2.—Install the header panel support and replace the bolts attaching the grille screen brackets to the header panel and support and the bolts attaching the support to the bottom flange of the header panel.

##### Installation:

1.—Carefully place the header panel assembly into position and from beneath fender loosely install the two bolts attaching the ends of the header panel assembly to the fender.

Note: Install the lower of the two bolts first.

2.—Still beneath the fender, replace the three bolts attaching the



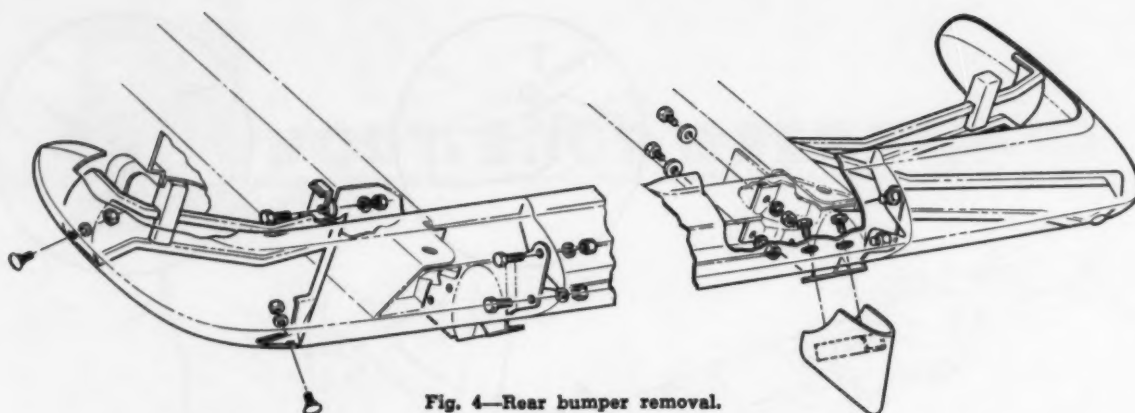


Fig. 4—Rear bumper removal.

header panel to the headlamp filler panel. The center of these three bolts will also attach the reinforcement to the header panel and headlamp filler panel.

3.—Replace, from beneath the fender, the bolt from the reinforcement to the fender skirt.

4.—Replace the bolts attaching the radiator grille brackets to the bottom of the header panel assembly and the bolts attaching the hood lock support assembly to the header panel.

5.—Tighten all bolts.

Bumper filler panel:

Removal:

1.—Remove bumper.

2.—Remove both headlamp assemblies.

3.—From beneath the vehicle, remove the bolt attaching the filler panel to the radiator grille support.

4.—Remove the bolt, on each side, attaching the filler panel to the radiator support.

5.—Remove the two bolts, each side, attaching the bumper filler panel to the headlamp filler panel.

6.—Remove the three bolts, each side, attaching the fender to the bumper filler panel extension.

7.—Remove the retainers attaching the bumper filler panel to the bottom of the radiator grille.

Installation:

1.—Carefully place the bumper filler panel into position and replace, from beneath the vehicle, the bolt attaching the filler panel to the radiator support.

2.—Install all bolts and retainers previously removed and tighten.

Front bumper:

Removal:

1.—At each end of the bumper, remove the bolt attaching the bumper to the front bumper mounting bar bracket and the front bumper filler panel extension assembly. Note the number

of shims at this point.

2.—Remove the tubular brace to bumper mounting bar nut, bolt and washer at each end of the bumper.

3.—Remove two bolts at each frame to bumper mounting bar bracket attaching point.

4.—Remove the bumper, bumper mounting bar and valance assembly as a unit.

Installation:

1.—Place bumper assembly into position and install the bumper mounting bar to frame attaching bolts.

2.—Replace the tubular brace to bumper mounting bar nut, bolt and washer at each end of the bumper.

3.—Replace the nut, bolt and shims attaching each end of the bumper to the filler panel extension.

4.—Tighten all nuts and bolts.

Front valance assembly (Fig. 3):

The three-section valance assembly is removed from the bumper assembly in the same manner whether the bumper assembly is mounted on the vehicle or has been previously removed.

1.—Remove the screw attaching each end of the valance assembly to the bumper mounting bar bracket.

2.—Remove the seven nuts and bolts, each side, attaching the right- and left-hand sections of the valance assembly to the bumper mounting bar.

3.—Remove the three nuts and bolts, each side, attaching the center section, or face bar support, to the right- and left-hand sections of the valance assembly.

4.—Remove the ten nuts and bolts attaching the face bar support to the bumper and bumper mounting bar.

5.—Remove the entire valance assembly.

6.—To install the valance assembly, assemble the face bar support onto the bumper and bumper mounting bar, and attach the right- and left-hand sections of the valance assembly to the face bar support with the three nuts and bolts removed from each attaching point. Then replace the nuts and bolts attaching each outer section of the valance section to the bumper mounting bar and the single screw attaching each end of the valance assembly to each bumper mounting bar bracket.

Rear valance and bumper:

The rear bumper and the three sections of the rear valance panel are attached to the vehicle separately. None of these parts is attached to one another as in the front and bumper and valance assembly covered above. However, the rear valance panels must be removed from the vehicle. Figs. 4 and 5 illustrate removal and/or replacement of the rear valance and bumper.

Engine splash shields:

The engine splash shields are removed and replaced in the same manner as in the 1958.

Front-end sheet metal:

Note: Certain locations have shims specified as required for adjusting purposes. Therefore, check shim number and location upon removal and replace the shims upon installation. In addition, check condition of all seals, flaps and anti-squeak strips at fender attaching points.

Front fender:

Removal:

1.—Remove the headlamp and parking lamp assemblies from the fender to be removed.

2.—From the front of the fender, reaching through the holes vacated by the lamps, remove the bolt attaching the headlamp filler panel to the fender, the two bolts attach-

ing the grille header bar to the fender and the three bolts attaching the fender to the bumper filler panel extension.

3.—Raise the hood and remove the two bolts attaching the radiator support to the fender flange. Note and save all shims at this point.

4.—Remove the three bolts attaching the fender flange to the skirt.

5.—Remove the bolt attaching the hood hinge to the fender bracket. It is not necessary to remove the bracket.

6.—Still beneath the hood, remove the bolt, lockwasher and washer attaching the fender to the cowl. Note and save the shims used at this location.

7.—Again beneath the fender, remove the bolt attaching the lower rear corner of the skirt to the fender, and the bolt attaching the fender to the rocker panel extension. Note and save the shims at the latter location.

8.—Remove the two bolts attaching the fender support assembly to the outer flange of the fender.

9.—Finally, open the front door of the vehicle, exposing the fender assembly to cowl side panel bolt. Remove this bolt, noting and saving the shims used.

10.—Remove the fender.

Installation:

1.—Place the fender into position and install all bolts removed in the removal procedure. Be sure to replace the correct number of shims in each location from which they were previously removed.

Front fender and skirt:

Removal:

1.—Remove all hoses, wiring and accessory equipment found on the fender skirt to be removed. If removing right fender and skirt, disconnect and remove battery.

2.—Remove the headlamp and parking lamp assemblies. Pull con-

necting plugs from skirt.

3.—Reaching through the hole vacated by the parking lamp, remove the two bolts attaching the grille header bar to the fender, the bolt attaching the fender skirt to the radiator header panel support.

4.—Through the hole vacated by the headlamp assembly, remove the bolts attaching the fender skirt to the headlamp filler panel, the fender to the headlamp filler panel, and the fender to the bumper filler panel extension.

5.—From beneath fender, remove the two bolts attaching the fender skirt to the radiator support.

6.—From beneath vehicle, remove the bolt attaching the fender to the rocker panel extension, noting and saving the shims at this location.

7.—Beneath the hood, remove the two bolts attaching the radiator support to the fender flange, the bolt attaching the hood hinge to its fender bracket and the fender to cowl attaching bolt (note and save shims at the latter location).

8.—Still beneath the hood, remove the bolts attaching the fender skirt to the dash leg support, and the bolt attaching the fender skirt to the radiator support.

9.—Open the front door of the vehicle, exposing the fender to cowl side panel bolt. Remove the bolt, noting and saving the shims used.

10.—Remove the fender and skirt.

Installation:

## March: Swivel Seat Service

Swivel seat service on the '59 Plymouth and removal and replacement of its quarter glass will be detailed here for you by Ed Lowery next month. You'll want to file this one away.

1.—Reverse the removal procedure to install the fender and skirt.

Front-end sheet metal:

The front-end sheet metal is removed in much the same manner as in the past, but the procedure differs enough to warrant repeating fully. Be sure to note shim number and location as the assembly is removed.

Removal:

1.—Place protective coverings over cowl and door panels and remove hood.

2.—Disconnect the dash connector located on the left side of the dash panel, remove all wires from the generator and battery, and remove the battery positive cable connection at the starter solenoid.

3.—Remove the battery.

4.—Remove any accessory equipment attached to skirts or fender flanges.

5.—Drain the radiator and disconnect all radiator hoses. On automatic-transmission-equipped models, disconnect the coolant lines leading to the base of the radiator core.

6.—Remove the shroud and, if desired to lessen the weight of the front-end sheet metal, the radiator.

7.—Remove the bumper. (See earlier "bumper, removal" for procedure.)

8.—Within the engine compartment, remove the two bolts attaching the radiator support to the frame.

9.—Under each fender, remove the two screws attaching each fender skirt to the dash support bracket.

10.—At the bottom rear of each fender, remove the bolt attaching the fender to the rocker panel extension.

11.—On each side of vehicle, remove the hood hinge to bracket attaching bolt.

12.—Remove the bolts attaching the fender to cowl at each side of the vehicle.

13.—Open each front door and remove the bolt attaching the rear of each fender to the cowl side panel.

14.—Remove the entire front-

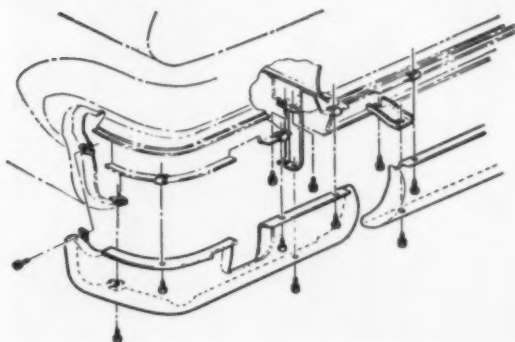


Fig. 5—Rear valance removal.

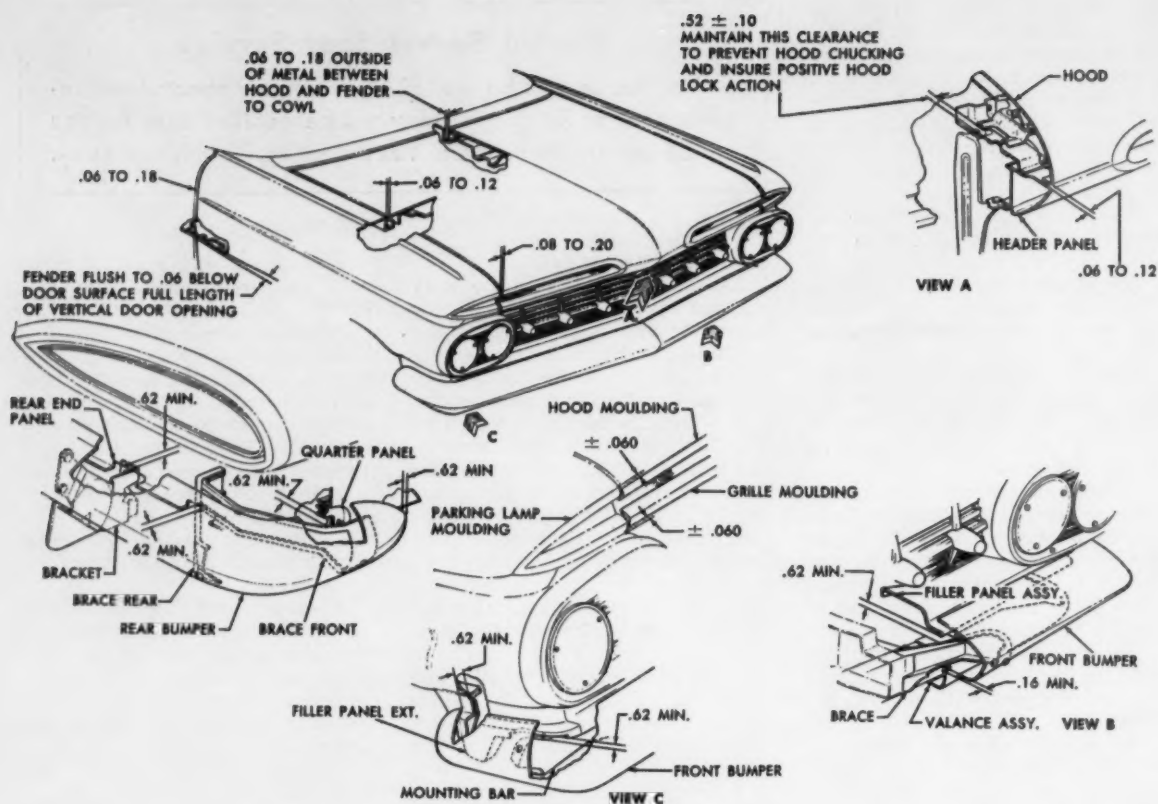


Fig. 6—Sheet metal adjustment.

end sheet metal assembly as a single unit.

#### Installation:

1.—Install the front-end sheet metal by reversing the removal procedure.

Front-end sheet metal adjustment (Fig. 6):

Adjustment of the 1959 front-end sheet metal remains the same as in the past except that one shimming point has been added and another dropped for the current model.

There are no shims used at the radiator grille header panel to fender skirt attaching points to correspond to the shims used in 1958 at the grille tie bar to fender attaching point.

An up-or-down adjustment is now provided at the fender to cowl side panel attaching point, exposed when the front doors of the vehicle are opened.

### Fuel Preignition Blamed For Piston-Ring Wear

SEVERE piston-ring wear in modern automobile engines can result from fuel preignition, according to Richard Abowd, Jr., of Ethyl

Corp.'s research laboratories.

The fact was discovered, Abowd told the annual meeting of the Society of Automotive Engineers, during radioactive-tracer studies of basic wear mechanisms. Unusually high wear of the top piston ring occurred in tests where abnormal combustion noises were noted, he said, adding that preignition was identified as the cause by special tests designed to pro-

mote first knock and then preignition.

When preignition occurs, Abowd explained, most of the lubricant on the cylinder wall is either evaporated or burned. With the piston still traveling upward, the expanding combustion gases press the piston ring against the cylinder bore with unusual force. Enough heat can be generated between con-

(Continued on page 80)

Dan "Nick" Silbert of Silbert Auto Supply Co., Augusta, Ga., demonstrates a run-in stand to customer, Lawrence Key. Designed and built by Dan and his brother, Charles, the stand is used in checking all engines which this wholesaler's shop rebuilds.



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says **FRED F. TREMITI**, President,  
Harry Apple, Inc., Chrysler-Plymouth Dealer,  
Los Angeles, California

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# 1959 PASSENGER-CAR SPECIFICATIONS

(Souped-Up Specs on Standard Models Are Not Listed)

MAKE AND MODEL		TREAD		ENGINE					FLUID CAPACITIES					WHEEL ALIGNMENT				
		Std.	Wheelbase	Front	Rear	No. Cylinders and Valve Arrangement	Bore and Stroke	Turnable H. P.	Max. Rated H. P. at R. P. M.	Max. Torque at R. P. M.	Piston Displacement (Cu. In.)	Standard Compression Ratio	Crankcase Cap. (Qu.)	Transmission (Au.) (Pts.)	Fuel Tank (Gals.)	Cooling System (No Heater) (Qu.)	Caster (Degrees)	Camber (Degrees)
BUICK Le Sabre	123	62.4	60	V-8	4.125x3.4	54.45		250@4400	384@2400	364	10.5-1	4	24	20	16.5	-1 1/4	+ 1/8	1/2
BUICK Invicta and Electra	126.3	62.4	60	V-8	4.1875x3.64	56.11		325@4400	445@2800	401	10.5-1	4	24	20	16.5	-1 1/4	+ 1/8	1/2
CADILLAC 62 Series	130	61	61	V-8	4x3.875	51.2		325@4900	430@3100	390	10.5-1	5	23	21	18.5	-1 to -1 1/4	0 to + 1/4	1/2 to 1/4
CADILLAC Eldorado Biarritz, Eldorado Seville	130	61	61	V-8	4x3.875	51.2		345@4900	435@3100	390	10.5-1	5	23	21	18.5	-1 to -1 1/4	0 to + 1/4	1/2 to 1/4
CADILLAC Fleetwood 75 Sedan and Limo.	149.75	61	61	V-8	4x3.875	51.2		325@4900	430@3100	390	10.5-1	5	23	21	18.5	-1 to -1 1/4	0 to + 1/4	1/2 to 1/4
CHEVROLET 8	119	60.3	59.3	61	V-8	3.55x3.94	30.4	135@4000	217@3000	235.5	8.25-1	5	9	20	17	0 to + 1/4	+ 1/4 to + 1/2	1/2 to 1/4
CHEVROLET 8 (283-cubic-inch V-8)	119	60.3	59.3	V-8	3.875x3	45		185@4900	275@2400	283	8.5-1	4	A	20	17.5	0 to + 1/4	0 to + 1/4	1/2 to 1/4
CHEVROLET 8 (348-cubic-inch V-8)	119	60.3	59.3	V-8	4.125x3.25	54.5		250@4400	355@2900	348	9.5-1	4	A	20	21	0 to + 1/4	0 to + 1/4	1/2 to 1/4
CHEVROLET Corvette	102	57	59	V-8	3.875x3	45		330@4900	300@3000	253	9.5-1	5	A	16.4	15.5	2 to 1/2	0 to + 1/2	0 to .20
CHRYSLER Windsor	122	60.9	59.8	V-8	4.03x3.75	52		305@4600	410@2400	383	10.1-1	5	21	23	16	+ 1/4 to + 1/2	B	1/4
CHRYSLER Saratoga	126	60.9	59.8	V-8	4.03x3.75	52		325@4600	470@2900	383	10.1-1	5	21	23	16	+ 1/4 to + 1/2	B	1/4
CHRYSLER New Yorker	126	61.2	60	V-8	4.18x3.75	55.9		350@4600	470@2900	413	10.1-1	5	21	23	16	+ 1/4 to + 1/2	B	1/4
CHRYSLER 300E	126	61.2	60	V-8	4.18x3.75	55.9		380@5000	450@3000	413	10.1-1	5	21	23	16	+ 1/4 to + 1/2	B	1/4
CHRYSLER Imperial	129	61.8	62.4	V-8	4.18x3.75	55.9		350@4600	470@2900	413	10.1-1	5	21	23	16	+ 1/4 to + 1/2	B	1/4
CONTINENTAL	131	61	61	V-8	4.30x3.70	59.17		350@4400	490@2900	430	10-1	5	21	22	28	0 to -1 1/4	0 to + 1/4	+12 to +18
De SOTO Firewasp	122	60.9	59.8	V-8	4.12x3.38	54.3		290@4600	390@2400	361	10-1	5	21	20	16	C	B	1/4
De SOTO Firebird	126	60.9	59.8	V-8	4.25x3.38	57.6		305@4600	410@2400	383	10.1-1	5	21	23	15	C	B	1/4
De SOTO Firefly	126	60.9	59.8	V-8	4.25x3.38	57.6		325@4600	425@2900	383	10.1-1	5	21	20	15	C	B	1/4
De SOTO Adventurer	126	60.9	59.8	V-8	4.25x3.38	57.6		350@5000	425@3000	383	10.1-1	5	21	23	15	C	B	1/4
DODGE Coronet 8	122	60.9	59.8	6L	3.25x4.63	25.3		135@3900	205@1200	230	8-1	5	20	20	13	C	B	1/4
DODGE Coronet V-8	122	61.4	60.2	V-8	3.95x3.31	49.9		255@4400	350@2400	326	9.2-1	5	21	20	20	C	B	1/4
DODGE Coronet Royal	122	60.9	59.8	V-8	4.12x3.38	54.3		295@4600	390@2400	361	10.1-1	5	21	20	16	C	B	1/4
DODGE Custom Royal	122	60.9	59.8	V-8	4.12x3.38	54.3		305@4600	400@2900	361	10.1-1	5	21	20	16	C	B	1/4
EDSEL Ranger	120	59	56.4	V-8	3.75x3.30	45		200@4400	285@2200	292	8.8-1	5	22	19	20	0 to 1	1/4 to 1 1/4	.0625 to .12
EDSEL Corsair	120	59	56.4	V-8	4x3.30	52.49		303@4900	390@2900	390	8.9-1	5	23	19	20	0 to 1	1/4 to 1 1/4	.0625 to .12
FORD 8	118	59	56.4	61	V-8	3.62x3.60	31.54	145@4400	206@2200	223	8.4-1	4	20	20	15	0 to 1	1/4 to 1 1/4	1/2 to 1/4
FORD 8 Custom 300	118	59	56.4	V-8	3.75x3.30	45		200@4400	285@2200	292	8.8-1	5	20	20	19	0 to 1	1/4 to 1 1/4	1/2 to 1/4
FORD 8 Fairlane	118	59	56.4	V-8	4x3.30	51.20		225@4400	325@2200	332	8.9-1	5	20	20	19	0 to 1	1/4 to 1 1/4	1/2 to 1/4
FORD 8 Fairlane 500	118	59	56.4	V-8	4x3.30	51.20		300@4600	380@2900	352	9.6-1	5	20	20	19	0 to 1	1/4 to 1 1/4	1/2 to 1/4
FORD Thunderbird Hardtop	113	60	57	V-8	4x3.50	51.20		300@4600	395@2900	352	9.6-1	5	20	20	19.5	1/4 to 1 1/4	1/4 to 1 1/4	1/2 to 1/4
FORD Thunderbird Convertible	113	60	57	V-8	4.30x3.70	59.17		350@4400	490@2900	430	10-1	5	20	20	22.5	1/4 to 1 1/4	1/4 to 1 1/4	1/2 to 1/4
MERCUY Monterey	126	60	60	V-8	3.80x3.44	46.21	210	325	312	8.75-1	5	20	20	20	0 to -1 1/4	0 to + 1/4	1/2 to 1/4	
MERCUY Montclair	126	60	60	V-8	4.30x3.30	59.17	322	430	383	10-1	5	22	20	21	0 to -1 1/4	0 to + 1/4	1/2 to 1/4	
MERCUY Park Lane	126	60	62	V-8	4.30x3.70	59.17	345	430	430	10-1	5	23.5	20	20	0 to -1 1/4	0 to + 1/4	1/2 to 1/4	
OLDSMOBILE Dynamic 88	123	61	61	V-8	4x3.69	51	270@4600	390@2400	371	9.75-1	4	22	20	20	-0 to -1	-1/4 to + 1/4	0 to 1/2	
OLDSMOBILE Super 98	123	61	61	V-8	4.125x3.69	54	315@4900	435@2900	394	9.75-1	4	22	20	20	-0 to -1	-1/4 to + 1/4	0 to 1/2	
OLDSMOBILE 98	136.3	61	61	V-8	4.125x3.69	54	315@4900	435@2900	394	9.75-1	4	22	20	20	-0 to -1	-1/4 to + 1/4	0 to 1/2	
PLYMOUTH 8 Savoy & Belvedere	118	60.9	59.6	6L	3.25x4.62	25.3	132@3900	205@1200	230	8-1	5	20	20	13	C	B	1/4	
PLYMOUTH 8 Savoy, Belvedere and Fury	118	60.9	59.7	V-8	3.91x3.31	48.9	230@4400	340@2400	318	9-1	5	18	20	20	C	B	1/4	
PLYMOUTH Golden Commanda	118	60.9	59.7	V-8	4.12x3.38	54.3	305@4600	395@3000	361	10.1-1	5	21	20	16	C	B	1/4	
PONTIAC Catalina	122	63.7	64	V-8	4.06x3.75	52.8	245@4200	392@2900	359	8.6-1	5	18.4	21.5	21.4	-1 1/4 to + 1/4	+ 1/4 to + 1/2	0 to .0625	
PONTIAC Star Chief & Bonneville	124	63.7	64	V-8	4.06x3.75	52.8	260@4200	400@2900	359	8.6-1	5	18.4	21.5	21.4	-1 1/4 to + 1/4	+ 1/4 to + 1/2	0 to .0625	
RAMBLER American	100	54.62	55	6L	3.125x4.25	23.44	90@3800	150@1600	195.6	8-1	4	20	20	11	0 to + 1/4	-1/4 to + 1/4	1/2 to 1/4	
RAMBLER 8 Sedan	108	57.75	58	61	V-8	3.125x4.25	23.44	127@4200	180@1600	195.6	8.7-1	4	20	20	10	0 to + 1/4	-1/4 to + 1/4	1/2 to 1/4
RAMBLER Rebel	108	58.75	59.13	V-8	3.5x3.25	39.2	215@4900	260@2500	250	8.7-1	4	20	20	20	0 to + 1/4	-1/4 to + 1/4	1/2 to 1/4	
RAMBLER Ambassador	117	57.75	59.13	V-8	4x3.25	51.2	270@4700	360@2900	327	9.7-1	4	22	20	19	0 to + 1/4	-1/4 to + 1/4	1/2 to 1/4	
STUDEBAKER Lark 8	108.5	57.37	56	6L	3x4	21.6	90@4000	145@2000	169.6	8.3-1	5	18	18	11	-1 to -2 1/4	0 to -1	1/2 to 1/4	
STUDEBAKER Lark 8	108.5	57.37	56	V-8	3.56x3.25	40.6	180@4500	260@2800	259.2	8.8-1	5	18	18	17	-1 to -2 1/4	0 to -1	1/2 to 1/4	
STUDEBAKER Silver Hawk 8	120.5	57.37	56.6	6L	3x4	21.6	90@4000	145@2000	169.6	8.3-1	5	18	18	11	-1 to -2 1/4	0 to -1	1/2 to 1/4	
STUDEBAKER Silver Hawk 8	120.5	57.37	56.6	V-8	3.56x3.25	40.6	180@4500	260@2800	259.2	8.8-1	5	18	18	17	-1 to -2 1/4	0 to -1	1/2 to 1/4	

## ABBREVIATIONS

A—Powerglide 9, Turboglide 4.  
B—Left prefer 1/4. Right prefer 0.  
C—Power steering +1/4 to +1/2.  
Manual +1/4 to +1/2.

D—One 332 cubic inches and one 361 cubic inches.  
I—Valve-in-head.  
L—L-head.  
L—With Air Ride —1".

L—332-cubic-inch 81.20.  
L—332-cubic-inch 225@4400.  
L—332-cubic-inch 325@2200.  
L—Power steering +1/4 to +1".  
L—1/4 greater on driver's side.

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*— — — for 3 Businesses*



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**SOUTHERN** is BASIC. From carloads of asbestos, fillers, resins, solvents, etc., come our hot-pressed and extruded linings, our Double-Lock adhesives and our Shoe Preps used in rebuilding our complete line of Southern Double-Lock Factory rebuilt Bonded Brake Shoes. We pass the savings on. You save the difference. Why pay more?



# 1959 PASSENGER-CAR SPECIFICATIONS

(Souped-Up Specs on Standard Models Are Not Listed)

MAKE AND MODEL	ELECTRICAL TUNE-UP								Bal.	FUEL SYSTEM		VALVES			
	Breaker Gap (in.)	Cam Angle (Degrees)	Contact Arm Spring Tension (ozs.)	Ignition Timing (Degrees)	Timing Mark Location	Spark Plug Gap (in.)	Spark Advance at 1,000 R.P.M. (Degrees)	Spark Advance Max. Vaco. (Degrees)		Cap. & Tcr. Grd.	Carb. Mfg.	Fuel Pressure (lbs.)	Tapet Clearance Intake (in.)	Tapet Clearance Exhaust (in.)	Intake Valve Open to 90° (Degrees)
BUICK Le Sabre	12.5-17.5	30	19-23	12bte	VD	30-35	12-16@3800	21@14.5°	70N	Bt-Ca	5½-6½	Au	Au	Au	25bte
BUICK Invieta and Electra	12.5-17.5	30	19-23	12bte	VD	30-35	12-16@3800	21@14.5°	70N	Ca-RP	5½-6½	Au	Au	Au	33bte
CADILLAC	16	30	19-23	5bte <sup>1</sup>	VD	35	16@2000	22@16"	70N	Ca-RP	5½-6½	Au	Au	Au	39bte
CHEVROLET 6	16-21	28-35	19-23	tdc	FW	33-38	24-28@3600	15@8.5°	53N	RP	3½-4½	Au	Au	Au	16bte
CHEVROLET 8 (263-cubic-inch V-8)	16-21	28-35	19-23	4bte	VD	35	25@3750	15@15.5°	53N	Ca-RP	5½-6½	Au	Au	Au	12½bte
CHEVROLET 8 (348-cubic-inch V-8)	16-21	28-35	19-23	4bte	VD	35	24@4000	15@15.5°	53N	Ca-RP	5½-6½	Au	Au	Au	16½bte
CHEVROLET Corvette	18	28-35	19-23	4bte	VD	33-38	28@3700	15@15.5°	53N	Ca	5½-6½	Au	Au	Au	12½bte
CHRYSLER Windsor	15-18	27-32	17-20	10bte	CaP	35	13-17@4700	19-25@16.4"	70N	Ca-BB	6-7	Au	Au	Au	15bte
CHRYSLER Saratoga	15-18	27-32	17-20	10bte	CaP	35	13-17@4700	19-25@16.4"	70N	Ca	6-7	Au	Au	Au	15bte
CHRYSLER New Yorker	15-18	27-32	17-20	10bte	CaP	35	17-21@4300	23-29@16.4"	70N	Ca	6-7	Au	Au	Au	20bte
CHRYSLER 300L	15-18	27-32	17-20	10bte	CaP	35	11-17@2100	23-29@18.2"	70N	Ca	6-7	Au	Au	Au	20bte
CHRYSLER Imperial	15-18	27-32	17-20	10bte	CaP	35	17-21@4300	23-29@16.4"	70N	Ca	6-7	Au	Au	Au	15bte
CONTINENTAL	15	26-28.5	17-20	6bte	VD	32	29.5@4000	22@15"	70N	Ca	5-6	Au	Au	Au	22bte
De SOTO Firewreep, Firedome and Firefly	15-18	27-32	17-20	10bte	VD	35	17-21@4300	19-25@14.5"	60N	Ca-BB	6-7	Au	Au	Au	15bte
De SOTO Adventurer	15-18	27-32	17-20	10bte	VD	35	17-21@4300	23-29@18.2"	60N	Ca-BB	6-7	Au	Au	Au	20bte
DODGE Coronet 8	15-22	36-42	17-20	2.5bte	VD	35	15-19@3600	16-21@16"	50N	Ca-BB	6-7	10	10	10	12bte
DODGE Coronet V-8	15-18	27-32	17-20	10bte	VD	35	11-15@4600	17-23@13.2°	60N	Ca-BB	6-7	Au	Au	Au	14bte
DODGE Royal and Custom Royal	15-18	27-32	17-20	10bte	VD	35	17-21@4300	19-25@14.5°	60N	Ca-BB	6-7	Au	Au	Au	15bte
EDSEL Ranger	14-16	26-28.5	17-20	E	VD	32-36	29@3600	22@15"	55N	D	4½-5½	19	19	19	12bte
EDSEL Corsair	14-16	26-28.5	17-20	F	VD	32-36	29@4000	22@15"	55N	D	4½-5½	Au	Au	Au	22bte
FORD 8	24-26	35-38	17-20	T	VD	32-36	16@2400	22.5@5.5°	55N	H	4-5	19	19	19	17bte
FORD 8 Custom 300	14-16	26-28.5	17-20	W	VD	32-36	29@4000	22@15"	55N	D	4½-5½	18	18	18	12bte
FORD 8 Fairlane and Fairlane 500	14-16	26-28.5	17-20	W	VD	32-36	29@4000	22@15"	55N	D	4½-5½	Au	Au	Au	22bte
FORD Thunderbird Hardtop	14-16	26-28.5	17-20	T	VD	32-36	28@4000	18@15"	55N	D	4½-5½	Au	Au	Au	22bte
FORD Thunderbird Convertible	14-16	26-28.5	17-20	T	VD	32-36	29@4000	21@15"	55N	Ca	5-6	Au	Au	Au	22bte
LINCOLN	15	26-28.5	17-20	6bte	VD	32	29.5@4000	22@15"	70N	Ca	5-6	Au	Au	Au	22bte
MERCURY Monterey	15	26-28.5	17-20	3bte	VD	32	29@4000	22@15"	55N	Ho	4½-5½	19	19	19	18bte
MERCURY Montclair & Park Lane	15	26-28.5	17-20	6bte	VD	32	29.5@4000	22@15"	55N	Ca	5-6	Au	Au	Au	22bte
OLDSMOBILE 88 and 98	16	28-32	19-23	5bte	VD	30	22-26@4400	23.5@21"	70N	RP	5-6	Au	Au	Au	16bte
PLYMOUTH 6 Savoy and Belvedere	15-22	36-42	17-20	2.5bte	VD	35	15-19@3600	16-21@16"	50N	Ca-BB	6-7	10	10	10	12bte
PLYMOUTH 6 Savoy, Belvedere and Fury	15-18	27-32	17-20	10bte	CaP	35	16-20@4600	24-29.5@16"	50N	Ca-St	6-7	10	18	17bte	
PLYMOUTH Golden Command	15-18	27-32	17-20	7.5bte	VD	35	17-21@4000	23-29@18.2"	60N	Ca-St	6-7	Au	Au	Au	20bte
PONTIAC Catalina	16	28-32	19-23	6bte	CaP	33-38	20@2900	19@13.5°	53N	Ca	5½-6½	Au	Au	Au	22bte
PONTIAC Star Chief and Bonneville	16	28-32	19-23	6bte	CaP	33-38	20@2900	19@13.5°	61N	Ca	5½-6½	Au	Au	Au	30bte
RAMBLER American	16	28-35	19-23	3bte	VD	33-37	16@4000	13@11"	40N	Ca	4.5-5.5	16	18	10bte	
RAMBLER 8	16	28-35	19-23	5bte	VD	33-37	24@4200	23.5@17"	45N	Ho	4.5-5.5	12	12	12.5bte	
RAMBLER Rebel	16	28-32	19-23	tdc	VD	33-37	38@4000	25.5@15"	50N	Ho	4.5-5.5	16	14	12.5bte	
RAMBLER Ambassador	16	28-32	19-23	5bte	VD	33-37	38@3800	22@16"	60N	Ho	4.5-5.5	Au	Au	Au	12.5bte
STUDEBAKER Lark 8	20	38-40	17-20	2bte	VD	28-33	14@2800	18@12"	50N	Ca	3½-5½	18c	18c	18bte	
STUDEBAKER Lark 8	13-18	28-34	19-23	4bte	VD	33-38	24@2400	16@12"	50N	St	3½-5½	25-27c	25-27c	11bte	
STUDEBAKER Silver Hawk 8	20	38-40	17-20	2bte	VD	28-33	14@2800	18@12"	50N	Ca	3½-5½	18c	18c	18bte	
STUDEBAKER Silver Hawk 8	13-18	28-34	19-23	4bte	VD	33-38	24@2400	16@12"	50N	St	3½-5½	25-27c	25-27c	11bte	

## ABBREVIATIONS

1-½" greater on driver's side.  
 side—After top dead center  
 Au—Automatic.  
 BB—Bal. and Bal.  
 bte—Before top center.  
 c—Cord.  
 Ca—Carter.

CaP—Crankshaft pulley.  
 D—Ford or Holley.  
 E—Std. Trans. premium fuel 3"bte.  
 Auto. Trans. premium fuel 6" to 10"bte.  
 F—Premium fuel 8" to 10" bte.  
 With 361-cu.-in. engine, Std. Trans. 3" to 10"bte.  
 With Auto. Trans. 6" to 10"bte.

FW—Flywheel.  
 H—Holley.  
 N—Negative.  
 RP—Rochester Products.  
 St—Stromberg.  
 T—4" bte Std. or O.D. Trans.  
 8" Automatic Trans.

tdc—Top dead center.  
 VD—Vibration damper.  
 W—3"bte Std. or O.D. Trans.  
 8" bte Automatic Trans.  
 —"Q" engine 7.5"bte.

# FIRST CAR SECOND CAR ECONOMY CAR ALL IN ONE CAR MEANS SALES VERSATILITY *THE LARK* BY STUDEBAKER HAS IT!



Versatility can provide more sales in a market where economy is in hot competition with luxury and performance. The Lark fills the bill remarkably. It allows you to sell the most economical domestic car on the market, The Lark "Six" 2-door . . . or one of the "hottest" performers going for the money, The Lark V-8 with 4-barrel carburetor. And, you can sell luxury with economical operating costs or high performance. At the same time, The Lark is the perfect family car or the ideal second car. It provides aggressive dealers with sales versatility and solid, high profits.

Right now, orders for The Lark have exceeded all expectations, indicating a high level of public acceptance. Whether you dual or sell exclusive, The Lark can put you on the road to profit. Start now by mailing this coupon for more information.

Without obligating myself, I am interested in learning more about the Studebaker franchise.

Manager—Dealer Development Dept.  
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## Factory-quality finishing now available for your body shop

Automobile manufacturers demand spray painting equipment that applies beautiful finishes at modern production rates. It must work efficiently and flawlessly. This same equipment is available to you for use in your shop.

### Choose from over 1100 items

Binks complete spray equipment line has everything you need to-day, or in the future for professional application of finishes, coatings and flock. You can start with basic spray finishing items and add perfectly matched equipment as you need it. Local parts and repair service are always available.

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Binks Job-Rated Outfits are complete spray finishing systems that let you do factory-quality car refinishing in your shop. Three

models are available and are rated at 2, 4 or 8 cars a day. The 2-car model includes:

- drive-in spray booth with shadowless illumination, filtered air intake and efficient exhaust system for removing overspray
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- complete touch-up outfit
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- Binks 5 hp two-stage air compressor
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for a copy of Binks Bulletin O.B. which gives you all the facts about equipping your shop for profitable automotive refinishing. If you prefer write direct.



Ask about our spray painting school  
Open to all...NO TUITION...covers all phases.

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SPRAY-GUNS



UNDERCOATING OUTFITS



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3126-38 Carroll Ave., Chicago 12, Ill.

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## Fuel Preignition Blamed

(Continued from page 74)

flicking high spots on the two surfaces to weld them together, he said, and as the piston continues to move, the welded spots are torn from one surface to the other.

Extreme-pressure lubricants reduced the wear caused by preignition, Abowd said, adding evidence that the wear resulted from adhesion rather than abrasion or corrosion—the two other basic wear mechanisms.

## Delaware ReflectORIZes Its License Plates

**A**LTHOUGH Delaware is the ninth state to change to aluminum plates, it will be the first to issue a tag with both reflectorized background and numerals.

Substitution of aluminum for previously used stainless steel reportedly makes possible the reflective coating as an added safety feature at no additional cost. Plates will be in blue and gold.

Under the program, the new permanent plate will be issued to all new cars. For existing registrations, car owners may continue to use their old permanent plate, or pay a \$2 trade-in fee for the aluminum tag.

## Ammco Names Bazner To Directorship

**E**LECTION of Marty Bazner, Sr., vice-president—sales, as a director of Ammco Tools, Inc., has been announced by President Frederick G. Wacker, Jr.

A 20% sales increase this year as a result of new-product introduction and peak car sales in recent years was predicted for the company by its president. The North Chicago manufacturer of brake service and engine overhaul tools recorded the highest sales volume in its 37-year history during 1958, Wacker said.

## Weaver Promotes Two

Promotions of Ruel Logan, formerly general sales supervisor, to vice-president in charge of sales for Weaver Mfg. Co., and of William A. Ross, formerly chief engineer, to vice-president in charge of engineering for the firm, have been announced by I. A. Weaver, president and chairman of the board. Logan has been associated with the company since 1925 and Ross since 1926.



# V E N T U R A

## KAR-RUGS *by Rubbermaid®*

Presenting a brilliant adventure in automobile floor accessories. Here is a new sweeping, trim-line design with color inserts that bring daring 3-color harmony — now available in a "popular price" line. Space-age styling, engineered to fit all makes and models, complements colorful interiors. Easy to keep jet-stream clean and sure to sparkle today's bold new car vogue. The ultimate in utility and value in distinctive Rubbermaid fashion, beautifully displayed in compelling, full color boxes, for high impulse sales.

Red  
Blue  
Green  
Brown  
Black  
White



### VENTURA *front* KAR-RUGS

SET NO. 8509

Contains one mat each for driver's and passenger side. Individually packed, 3 sets to shipping carton, weight 28 pounds. **\$795** RETAIL



### VENTURA *rear* KAR-RUGS

SET NO. 8510

Contains two 17"x21" mats—ideal companions to Ventura Fronts, or as front and rear ensemble—handy, too, in the home, office and factory. Individually packed, 3 sets to shipping carton, weight 19 pounds.

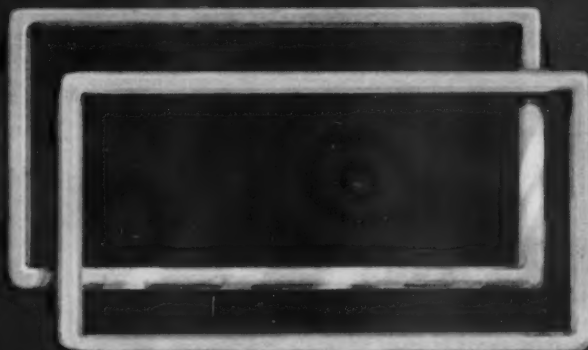
**\$595** RETAIL

RUBBERMAID INC., WOOSTER, OHIO  
AUTOMOTIVE DIVISION

tho in U.S.A.



# NEW



nothing on the market like

## Kar License Kovers

*by Rubbermaid*

ONE PIECE FRAME and WINDOW

—the most attractive protection ever. Lustrous, durable — salt, dirt and corrosion-proof. No metal — won't rust, bend, break or expose sharp edges. Keeps license like new. NO INSTALLATION — snaps over plates in seconds.



Help-Yourself DISPLAY - Free with Introductory Assortment

Tells the whole story, displays the stock, takes minimum space. Only 12½ x 47" with pressure sensitive back for easy hanging on window, wall, door or gas pump. Packed FREE with Assortment #8988—contains 12 Kovers — 6 clear, 4 silver, 2 gold. Fits all standard 6 x 12" plates.

Extra Profits  
Year 'round—  
BUT don't miss  
the tremendous  
'license change'  
volume.

RUBBERMAID INC., WOOSTER, OHIO  
AUTOMOTIVE DIVISION

\$149

Send this handy Order to your Jobber

QUAN.	ITEM	DESCRIPTION	Specify Color	RETAIL	COST	TOTAL
	8988	License Kover Ass't. (12 ass't. colors)		\$17.88	\$10.73	
	2988	License Kover (6 solid color)		1.49	.89	
	8509	Ventura Front Sets		7.95	4.77	
	8510	Ventura Rear Sets		5.95	3.57	
	8971	Litter Basket Ass't. (8 ass't. colors)		23.84	14.30	

Dealer Name \_\_\_\_\_

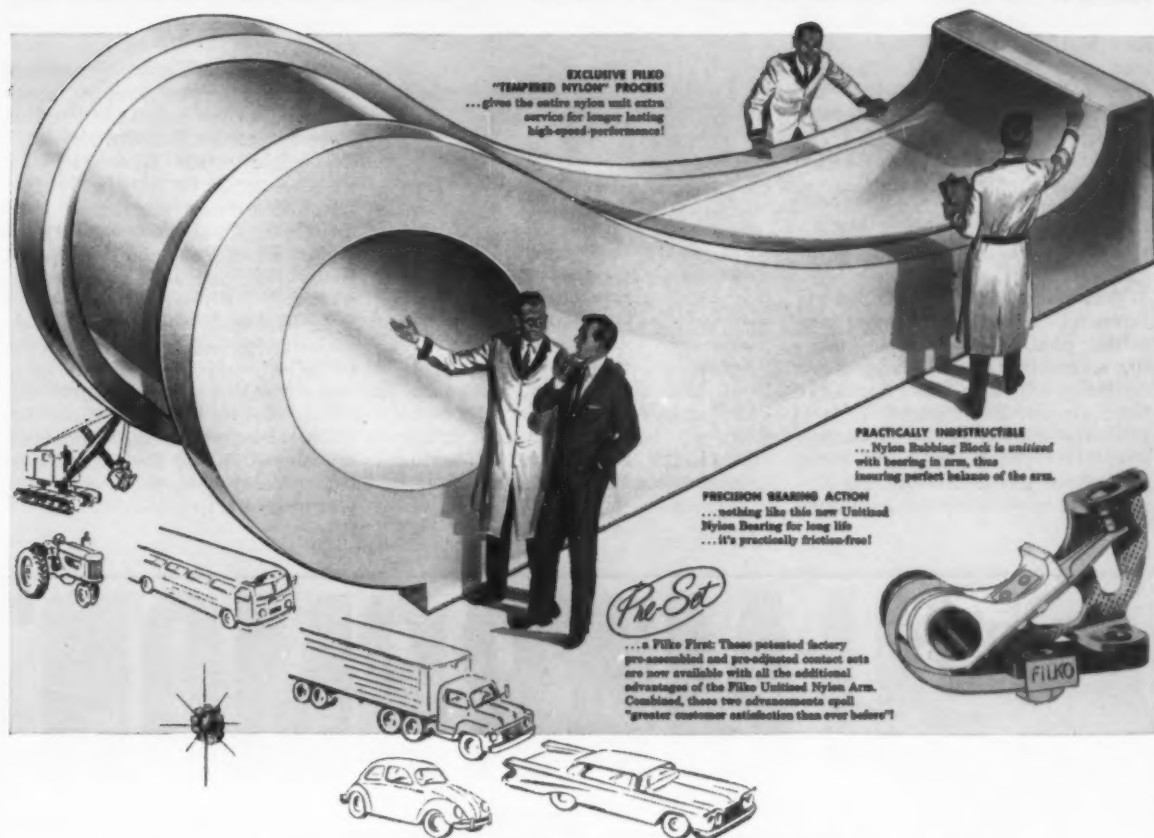
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# Filko GOES ALL THE WAY!

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# UNITIZED NYLON ARM



## Filko FIRST WITH COMPLETE LINE!

Bearing—Rubbing Block—Arm—all three are now combined into *one* Unitized Nylon Unit. Here is streamlined, light weight construction that *insures* perfect *precision-set* point alignment for the entire life of the unit! Again, Filko Completeness lifts the profit limits on this latest ignition achievement... with the

*first complete line of Unitized Nylon Arm Contact Sets*—in both "Pre-Set" factory pre-assembled and conventional types—for practically every make and model vehicle. Here, again, is another reason why every "Crown Jewel of Ignition" is more than a replacement part... it's a true improvement in ignition!

*... another reason why the entire industry is following Filko!*

**filko** *Crown Jewels of Ignition*  
 F. & B. MFG. CO., 4612 W. Chicago Ave., Chicago 51, Ill.  
 331 Filko Warehouse facilities serving all leading trade areas.

G-603



## Repairing Chevy Signals

(Continued from page 66)

the actuating ring pivot pin becoming loose in the housing. The pin is a press fit in the housing and if it loosens, the actuating ring is free to move out of the path of the cancelling cam prongs.

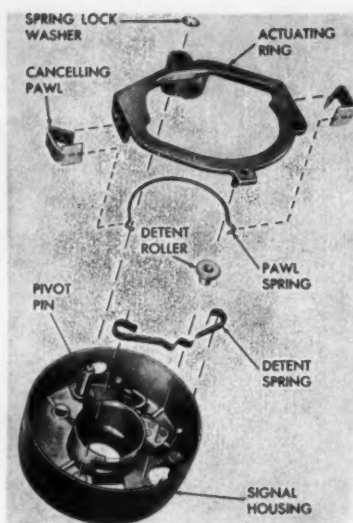
If the pin is loose in the housing, it should be removed and the serrations raised slightly. This may be done by striking the serrations several times, using a light hammer and small chisel. The pin should then be pressed into the housing to a depth that locates the washer shoulder on the pin 1/32" above the top surface of the actuating ring.

### Trouble:

Horn blows on turns while direction signals are operating.

### Correction:

This could be the result of interference between a turn signal cancelling pawl and the horn connector assembly (spring-loaded horn contact), which would ground the horn circuit. Pawl interference is probably caused by the actuating ring pivot pin either being loose, or pressed too shallow in the signal housing—correction explained



Direction signal switch actuating mechanism.

earlier.

If pressing the pivot to specified depth does not stop horn blowing, it will be necessary to lightly grind the top of the offending pawl to obtain clearance.

### Trouble:

Flashing and cancelling of lights is erratic:

### Correction:

This condition usually results from the turn signal switch either being damaged or out of adjustment and can be eliminated by performing the checks and adjustments outlined below:

1.—Remove screws holding switch case to mast jacket.

2.—Remove control wire from spring clip on switch sliding contact.

3.—With the electrical lead still connected to the switch, check travel of switch slide to assure that slide movement is unrestricted.

If slide action is restricted it may be caused by the female electrical connector forcing a loose switch terminal blade against the slider. When this condition occurs, the switch assembly must be replaced.

4.—Before installing the switch, move switch slide to a dimension of 9/16", measured from lower end of switch case to lower edge of slide clip. (This positions the slider at center of the dead band on the switch and divides lost motion occurring in the signal control assembly).



### TV TOPPER ROTATES

Dave Garroway on other side.  
Write for yours... It's Free!

# THE SIGN



# THE SEAL



of Scientific Control Laboratories, Inc., guarantees customer satisfaction. Maremont mufflers have been torture-tested on the road and in the lab to prove that the alloy coating resists exhaust fumes and means **ADDED LIFE** for Maremont Mufflers.

### HAVE YOU SEEN MAREMONT'S "ACID TEST"?

Ask your Maremont jobber to make this amazing demonstration. Right before your eyes... in a matter of seconds... You'll see proof of Maremont's **ADDED LIFE**.

ASK TO SEE "MUFFLER MAGIC"—color movie with Meg Myles, star of TV and screen. Shows how you can make big money in muffler service.

6½ feet tall, all metal, with 4 striking baked enamel colors. It identifies you as a Maremont Muffler Installer—sells brake service and tune-ups too. What's more, Jack Paar and Dave Garroway, on their NBC network TV shows tell car owners to look for *this* sign as a sign of good service.

5.—Place signal control lever in neutral detent and without moving sliding contact, install control wire into slide clip.

Note:— When installing wire to clip do not bend Bowden cable as this will change relation of wire in final installed position.

6.—Use care in remounting switch to mast jacket to prevent switch case being moved in relation to slide, as this would disturb neutral setting.

### Painting Appliances

(Continued from page 48)

ment or expense; the appliances are brought to him and called for by the customer; he does not solicit this type work; and no one has ever complained that his price was not right.

The El Paso sprayman claims that compared with painting a car, painting cabinets and appliances is like shooting fish in a barrel.

"Sometimes," Ward said, "a distributor or appliance dealer wants a rush job. They have this work done to complete a sale, and if the customer is demanding, they have no choice but to comply. However, we can usually do this in spare

time, so even with a rush job, we don't feel it necessary to make an extra charge."

In many cases, the repainted pieces of kitchen equipment have acted as samples of Ward's paint jobs, and have netted him carpainting assignments.

Ward looks at the painting of appliances as a sideline, not a major part of his business. He prefers to think of it not as just a means of gaining extra revenue but as a service to his customers as well.

### Your Equipment Showing?

(Continued from page 47)

So, let's don't go on missing the extra sales and extra profits that a clean, modernly-equipped shop can give us. Let's start now and get things in order so we will be assured of our share of the millions that will be spent on automotive service in 1959.

Throw away the obsolete tools and equipment, replace with what is needed to do a job efficiently on today's cars. The cost will be small when compared with the returns.

Start now. Let your equipment build a reputation for your shop's service.

### Standard-Triumph Names 14 Southern Dealers

FOURTEEN Southern dealers have been added to the distribution organization of Standard-Triumph Motor Co.

They are: Florida—Vogt Oldsmobile Co., Bradenton; Hollywood Motors, Hollywood; Georgia—The Super Lot, Columbus; McClellan Motors, Atlanta; Miller Motor Co., Atlanta; Bowyer Motors, Savannah; Louisiana—Allied Import Cars, Inc., Baton Rouge.

Maryland—Foreign Car Center, Frederick; Mississippi—Jones Motor Service, Hattiesburg; Gimma Imported Cars, Inc., Biloxi; South Carolina — Baker Motor Co., Greenville; Tennessee — Kittle Motors, Jackson; Texas—Imported Motor Sales, Killeen.

### Richmond County, N. C., Elects

Richmond County (N. C.) New Car Dealers Association has chosen Russell Bennett, Bennett Chevrolet Co., Inc., president. C. R. Freeman of Freeman Buick Co. is vice-president and Elbert Penegar, Penegar Motor Co. (Oldsmobile-Pontiac), secretary-treasurer.

# LEADS AGAIN



the S.C.L. seal **CERTIFIES** to all these **MAREMONT** features

**FIRST** to combat corrosion effectively. Inner shells, outer shells and heads of popular Maremont mufflers are coated inside and out to neutralize powerful exhaust acids produced by today's premium fuels. Exhaust condensate attacks the inside of the muffler. Outside protection isn't enough, so be sure you specify Maremont Alloy-Coated Mufflers.

**FIRST** to seal asbestos linings completely. A Maremont Muffler's asbestos lining is sealed in a full length inner and outer shell. Moisture can't penetrate, so asbestos can't deteriorate. Result: Maremont mufflers stay quiet and function properly throughout their longer life.

**FIRST** to spin AND LOCK head to shell for positive seal. Heavy steel End caps are spun and locked tight with the shells for the safest, most effective gas tight seal possible.

**FIRST** with the patented Electronic Dynamometer. This Maremont invention has revolutionized muffler design, automatically assures the right design for every engine. The quietest, most economical performance possible.

CONTACT YOUR MAREMONT JOBBER TODAY



**ALLOY-COATED**  
**MAREMONT MUFFLERS**

the **ADDED LIFE** line

MarPro, Inc., The Maremont Building, 168 N. Michigan Ave., Chicago 1, Illinois

# Readers are invited to contribute to—SHOP TALK

## WANTED: SHOP SKETCHES

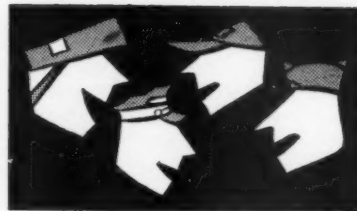
Owensboro, Ky.

Gentlemen:

We have a very good customer, Jones Garage of Beechmont, Ky., who suffered a disastrous fire on Dec. 26, 1958, which completely destroyed their building and equip-

ment. They suffered a total loss.

They are in the process of considering a new building and have asked us to secure some sketches or plans of a garage building approximately 40' by 60' with a lube bay, front-end rack and three or four stalls for general repair work, and we are wondering if you could



A column of informal comments about the automotive trade and its problems

**Reader's Digest**

**DILLECTRIC**

**A Double Barrelled Blast!**  
opens the way to faster, more profitable sales of Dillectric materials for you!

### Get Your **FREE** DILLECTRIC "Sales Builder" Kit

#### Contains:

- Special 7 1/2 x 6" self-adhesive Distributor's Dillectric Emblem for posting on door, window or wall.
- Colorful 19 x 34" wall blow-up of Reader's Digest ad.
- Preprints of trade ads and special Dillectric Order Blanks for use in sales calls.
- Complete details on two special Dillectric deals for your customers. You get full profit!

Order Today From Dept. SA-2.

It's the merchandising story of the year! Reader's Digest, the world's most powerful magazine, is helping you sell Dillectric tire repair material this year!

You'll be amazed at the results!

Latest surveys show over 32 million readers each month will be exposed to the Dillectric ads in the Reader's Digest. They'll learn Dillectric is the safest, surest, most permanent tire repair available... a repair well worth a premium price! Because the story is true — makes a lot of sense — Dillectric is what they will want, will look for, will pay a premium price to get!

Take advantage of this unusual opportunity. Order your free "Sales Builder" Kit today. Use the materials when received! Follow up your customers. Make sure they know the story, are stocked with Dillectric materials and are posting their Dillectric Dealer Emblem. Your Dill representative will be glad to help!

The **DILL** Manufacturing Company  
700 East 82nd St. • Cleveland 3, Ohio



supply them with any of this information.

If you have any articles or layouts for a garage of this type, will you please mail this information to the Jones Garage, Beechmont, Ky.

FRED N. GIPE,  
Sales Manager,  
Gipe Motor Supply Co.

Glad to furnish your customer with tear sheets from back issues describing and illustrating successful garage operations. We are resuming this popular feature in a month or two.

### SALES TIP TO DEALERS

Prospective customers have a selling technique of their own, according to Dealer Del Spitzer, who recently told Connecticut automobile dealers to try a reverse sales pitch.

"Let him (the customer) think he's the aggressor," he advised. "Instead of trying to sell him extra gadgets like windshield squirters show interest in his old car.

"He'll tell you everything because he'll figure it'll increase the appraisal. Then make a reverse pitch and get him to take you for a demonstration ride in his old car. This will make him obligated to you.

"Then when you show him the new model, contrast its features

Address any comments to: Southern Automotive Journal, 806 Peachtree St., N.E., Atlanta 8, Ga.

# still setting the pace...

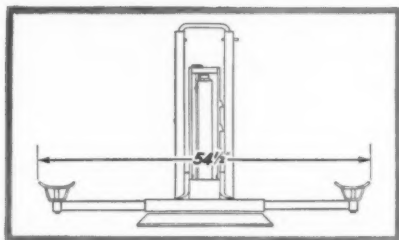


## New HEIN-WERNER

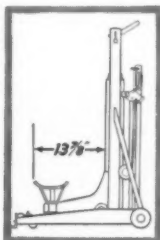
# "55" PACER

### HYDRAULIC TWIN SADDLE SERVICE JACK

It's another Hein-Werner first in advanced engineering. It's ultra-modern, designed for 1959 cars . . . more lift, more span, more reach . . . outperforms all others handles all cars even those with air suspension.



Drawing above shows giant saddle span when fully extended to 54 1/2". Length to center line of saddles is 48". Closed length is 22 1/2".



Drawing at right shows the 13 7/8" reach of the new scooped lifting carriage which raises to a high of 31 1/2".

Hein-Werner *sets the pace* again! The new "55" PACER has *more* of everything to speed lifting with greater ease; greater safety. It's fast acting and dependable. Raises complete front or rear end 31 1/2 inches. New Man-sized lifting rollers turn free and easy — can't stick or bind. New scooped lifting carriage extends further beyond bumper to reach brackets, braces, pads or frame. Saddles swivel 360° for secure contact at best angle. Giant saddle span of 54 1/2 inches reaches widest lifting surfaces. Relocated side braces improve rigidity; provide extra clearance. Heavier base members increase strength. Swivel front positioning wheel speeds spotting; is more maneuverable. Heavy duty 3 ton jack withstands severe usage; requires 12% less pumping effort to raise loads. Three automatic safety locks prevent accidental lowering. Positive controlled release valve "cushions" lowering.

Keep pace with the "55" PACER. See your Hein-Werner jobber for full details. Ask him about purchasing on convenient time payments. Remember too, that the "55" PACER is a *proven* jack because Hein-Werner manufactures and sells more hydraulic jacks than any other company in the world.

# Hein-Werner

CORPORATION  
WAUKESHA, WISCONSIN

The complete Hein-Werner line includes: The famous "55" and "Screwball" . . . Under-Axle Jacks of 1 1/2 to 100 ton capacity . . . "Bumper-Lift" and Ratchet Jacks for passenger cars . . . Service Jacks for shop use . . . Transmission Jacks . . . Adjustable Car Stands . . . "Push and Pull" and "Pushmaster" jacks for body, fender and frame repair work.



with the defects you've spotted in his old model, instead of trying to run down the competitor's product next door. You'll have your customer following you around like a puppy dog."

### "LITTERBAGS" AND ROSES

Riding with the roses in California's 70th annual Tournament of Roses in Pasadena on New Year's Day was the Independent Garage Owners of California, Inc.'s

### "Litterbag."

Harold E. Gibson, director of Pasadena IGO Unit No. 2, presented the automobile "litterbag" to Alaska's Senator-Elect E. L. "Bob" Bartlett, grand marshal of the tournament, just before the world-famous parade started. Smilingly accepting the presentation along with the senator were Mrs. Bartlett and daughter Sue, 19.

The Pasadena unit, of which Gibson is the immediate past-president, supplied identical "litter-

bags," stamped in gold with the "IGO-Cal." official emblem, for all official cars in the parade, with the compliments of the association. The bags hang on racks conveniently placed inside the automobiles for deposit of empty cigaret packs, used paper napkins and other "litter" often thrown out of car windows.

Members of the Pasadena unit are currently supplying their customers with the "litterbags" with the shop name imprinted, as well as the IGO emblem. Other state units are also participating in the highway clean-up program.

### REPAIRING CORVETTE

Savannah, Ga.

Dear Sir:

We have in our shop a 1958 Chevrolet Corvette for body repairs as a result of damages caused from a front-end accident.

We would appreciate very much any information you can give us on mending and repairing fiberglass, what materials to use and how to use them.

JACK E. DONKAR,  
Jack Donkar Motors, Inc.

We suggest you contact a local boat supply firm where you can purchase resin and glass cloth in repair kits containing full instructions.

### AN EDITOR MARRIES

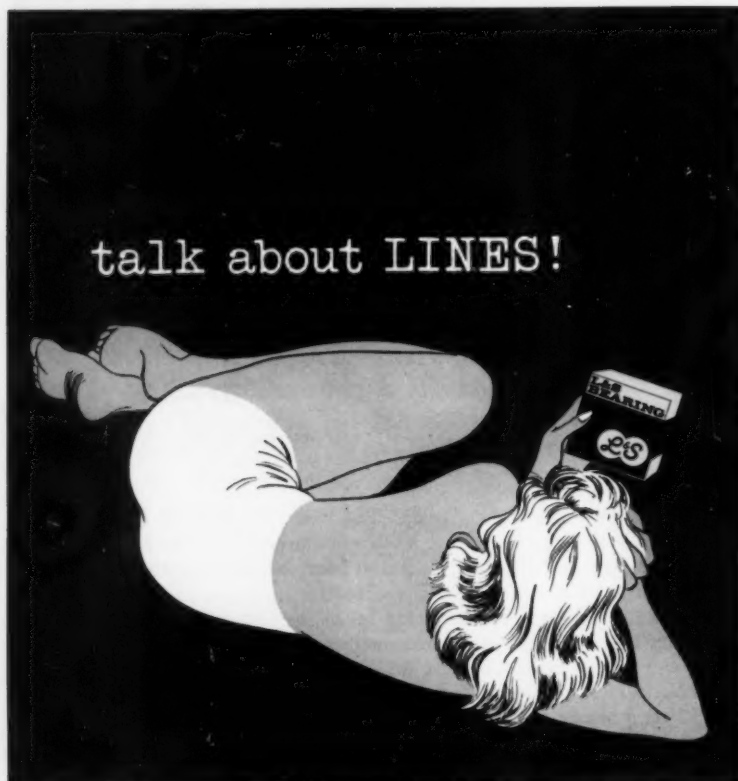
Some Detroit editors and "top brass" of car factories may not know it yet, but one of their favorite Southerners won't be showing up for the annual press conferences this fall.

Miss Joan "Joanie" Wilson was married last month to William Hicks and will be living in Birmingham, Ala. She easily won the "most popular" award year after year while attending, as editor of *Trux*, the press meetings. *Trux* is the official publication of Georgia Motor Trucking Association.

Her successor is Mrs. Anne Bearman, from Daytona Beach, Fla.

### Scott Heads Charlotte Dealers

Heading up the Charlotte (N. C.) Automobile Dealers Association as president is Bill Scott, Hutton-Scott Co. (Dodge-Plymouth), while Charlie Young, Young Motor Co. (Ford), has been named vice-president. Secretary-treasurer is DeWitt Nance, Nance Motor Co.



talk about LINES!

**L&S  
BEARING**



Only L & S manufactures a bearing replacement line **complete** for every automotive application! L & S jobbers and their customers profit by having a single source for all ball and roller bearings. They also profit from the repeat business of satisfied customers, who enjoy the superior and guaranteed quality of L & S bearings.

**WRITE FOR YOUR FREE COPY OF THE L & S APPLICATION CATALOG TODAY!**

**L&S BEARINGS**

L & S BEARING CO. P. O. BOX 995 OKLAHOMA CITY, OKLAHOMA



## ***Soundmaster is out front***

**... in visibility**—Tell people you want their muffler business. Get out in front with Soundmaster signs. Your customers can't overlook the 3-color message ... or the convenience you, their *regular* serviceman, offer—right in the neighborhood.

**... in long life**—Soundmaster gives up to 300% longer muffler life by using—not one—but *four* major methods of corrosion control ... full drainage systems ... premium coated materials ... asbestosized shells ... Open Flo Design.

DE KOVEN MANUFACTURING COMPANY • RACINE, WISCONSIN

Ask your  
N·A·P·A Jobber  
for his  
special offer on  
this new sign

## Smog Breakthrough Seen In Exhaust Research

A BREAKTHROUGH in the automotive industry's five-year research for practical ways to reduce engine-exhaust emissions—believed to contribute to the Los Angeles smog—has been achieved, according to Harry A. Williams, managing director of the Automobile Manufacturers Association.

Five technical papers presented at the 1959 annual meeting of the Society of Automotive Engineers,

Williams said, revealed that work on the problem now has moved from basic research to the engineering development and road-testing stage.

He said the reports disclosed that engineers have developed and tested three types of experimental exhaust treatment methods capable of reducing hydrocarbon emissions from 60 to more than 90% under various test conditions. They also pointed up serious operational shortcomings and complications that will require a great deal of ad-

ditional development before any of the methods could be made practical for commercial application.

Two methods, reported on in technical detail for the first time, Williams said, have been developed into complete automobile exhaust system prototypes. These are a flame-type afterburner and a low-temperature catalytic converter designed to oxidize or burn up hydrocarbon fumes. A third method is a high-temperature catalytic converter. The devices have all been tested on automobiles under operating conditions, he said.

The low-temperature converter is so promising, Williams said, that the prototype model is being fabricated in sufficient quantity to permit simultaneous proving ground tests by all automobile manufacturers.

## Aro Equipment to Show Mobile Display Unit

SPEARHEADING '59 lube equipment sales program for The Aro Equipment Corp., Bryan, O., will be a mobile display unit consisting of a custom-built van fitted with basic equipment recommended for a modern lubrication department.

A built-in generator and compressor allow the equipment to be operated instantly without an out-



side source. Ready for demonstration anywhere, the van will accommodate six men comfortably. It is 12' long and 6'4" high and carries its own air conditioner and heater, as well as an electric refrigerator and coffee maker.

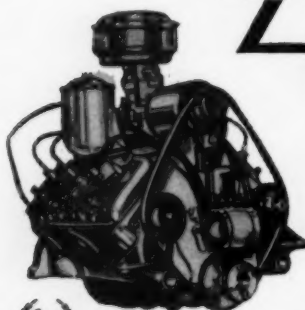
## GMC Truck Appoints Dick

Appointment of C. F. Dick as general sales manager in charge of coach sales activities has been announced by Philip J. Monaghan, vice-president of General Motors and general manager of GMC Truck and Coach Division. For the past three years Dick has been assistant general sales manager.

# Mustang QUALITY CONTROL

"POST" Advertising stimulates traffic... PRE-SELLS prospects on NEW CAR PERFORMANCE

Points the way to zooming PROFITS for DEALERS with fast-moving, sweet-running



# Mustang

Replacement ENGINES

Precision-built through and through with quality better than original equipment.



- Pioneer of a new national trend in dependable, low cost transportation.
- Winner of national awards for creating consumer demand and assisting dealers with valuable, technical services.

Sales and profits are zooming for every type of automotive service shop currently featuring nationally-famous MUSTANG... the fabulous, quality ENGINE that pleases car and truck owners with 10% more power... substantial savings in gas, oil and repair bills.

Superior MUSTANG delivers big volume with small investment, complete lines, nation-wide guarantee, liberal trade-in allowances, \$10 per shop-hour profit and quick, one day installation.

Your Mustang Jobber will gladly explain how MUSTANG QUALITY yields nice profits for you!



# MUSTANG ENGINES

330 International Road • Garland, Texas



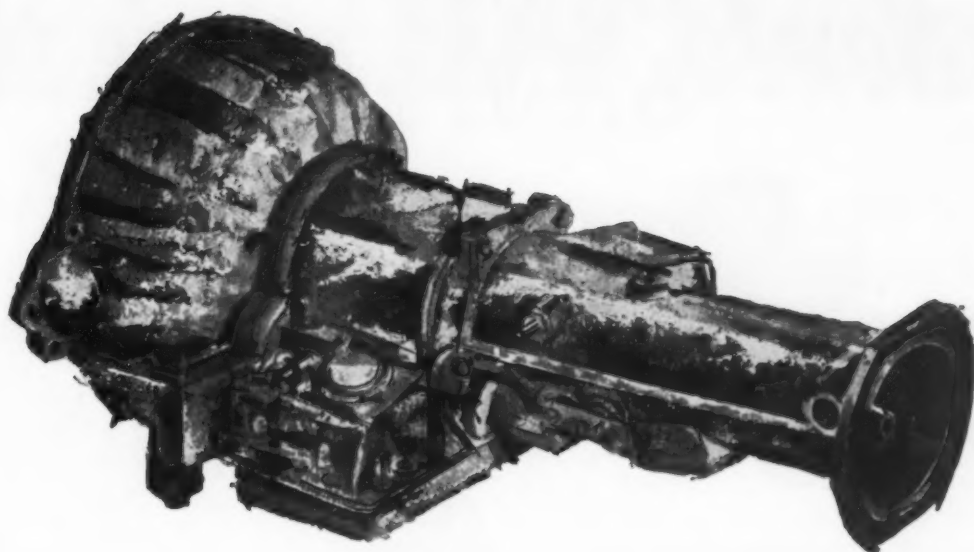
Premium quality castings and parts are checked and double-checked with magnetic particle inspection equipment that pinpoints invisible flaws.



Close tolerance and precision fit in every operation are verified by micrometer readings and thickness gauge check-outs!



Seasoned engine blocks and castings are specified to guard against engine distortion and assure life-time alignments.



*Treat yourself to the best...*



*install Toledo Steel automatic transmission parts*

Quality parts that assure trouble-free performance . . . new polyethylene packaging that permits you to select the right seals and gaskets without breaking the factory-fresh seal . . . and realistic parts number listings that assure maximum inventory turnover. These are the major advantages you enjoy when you install Toledo Steel's complete line of automatic transmission parts.



**TOLEDO STEEL PRODUCTS**

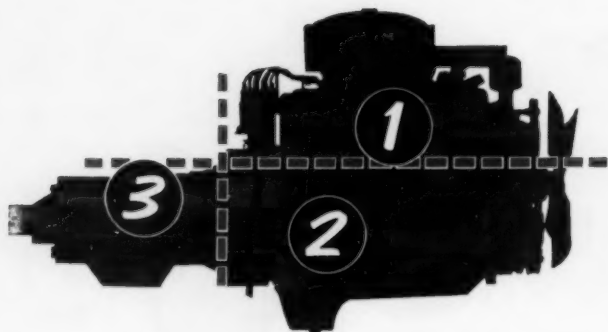
*Division of Thompson Ramo Wooldridge Inc.*

6402 CEDAR AVENUE · CLEVELAND 3, OHIO

**WORLD'S FINEST AUTOMOTIVE PARTS**



# Now! CASITE ends the



Now... CASITE—utilizing the latest proved chemical discoveries—gives you the three necessary specific treatments.

Tested, proved protection for combustion chambers—for cylinder walls, pistons, rings, bearings and hydraulic valve lifters—and for automatic transmission parts and seals—is a necessary part of today's corrective and preventive automotive service.

Now Casite's 3-way treatment will bring you customer appreciation and rewarding profits.

## 1. In the gas tank... in oil... thru air intake

Improved Casite Tune-Up—in the gas tank—cleans the carburetor, spark plugs and combustion chambers and frees sticky valves. For faster results in relieving sticky valves, use through the air intake. Also use in the crankcase for quicker starting, less start-up wear and to break in new or rebuilt engines. List price, \$1.25.

## 2. In the crankcase — stops engine noises

C-C-C new Heavy Duty crankcase concentrate, added to crankcase oil, greatly reduces friction, smooths and quiets the engine, keeps it clean, and provides every working part with free-flowing lubrication.

It stops hydraulic valve lifter noises, protects against acid corrosion, dissolves sludge and engine varnish, gives more pep and power and increases gas and oil mileage. List price, \$1.50.

## 3. In the automatic transmission

New "Smooth-Seal" keeps automatic transmission seals soft and pliable—prevents and stops leaks due to shrinking or hardening of the seals. It provides smooth and quiet operation, ends jerks and jars when gears shift—reduces shock and wear, so that parts last longer. Blends perfectly and safely with all transmission fluids. List price. \$1.95.



# confusion about additives

**REGARDLESS OF "CURE-ALL" CLAIMS — ONE ADDITIVE ALONE IS NOT ENOUGH TO KEEP MODERN ENGINES AND AUTOMATIC TRANSMISSIONS CLEAN, FRICTION-FREE . . . AND AT PEAK OPERATING EFFICIENCY.**

You, in your everyday business, see the damaging effects of modern stop-and-start driving on high compression engines and automatic transmissions. You see how acids, rust and corrosion—from condensation caused by fluc-

tuating extremes in operating temperatures—cause poor performance and parts deterioration.

Now, you can help prevent these troubles, with these three new Casite products.

## SPECIAL INTRODUCTORY CASE

... so you can sell and test

and prove for yourself

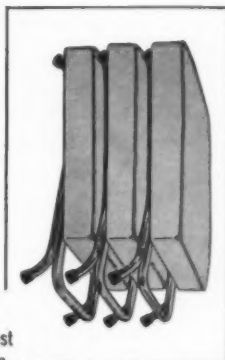
Special Introductory Tri-Pack Case includes 8 cans Improved Casite Tune-Up, 8 cans C-C-C new Heavy Duty crankcase concentrate and 8 cans new "Smooth-Seal" for automatic transmissions. List price of the 24 cans is \$37.60, your cost \$22.56, your profit \$15.04. Your Casite jobber has Tri-Pack, and complete 24-can cases of individual products.



## SPECIAL BONUS OFFER—New Fold-seat by Pennant made exclusively for CASITE



Note how Fold-Seats fold and nest in minimum storage space.



Here's a brand new folding seat that will come in handy any number of times because it has so many uses. First, it serves as a comfortable extra seat when company drops in. The height is just right for use as an Ottoman. Children can use it as a table, as well as a seat. And it serves as an ideal bedroom chair where space is limited. Can be used indoors or out.

It's sturdily built to last for years. Covering is genuine Palomino tan Bolta. Legs are finished in matching coppertone. Can be easily cleaned with damp cloth. Folds and nests in minimum space.

An outstanding 1-case offer that you won't want to miss. Ask your jobber salesman for details.

**HASTINGS MANUFACTURING COMPANY • HASTINGS, MICHIGAN**

Casite, Piston Rings, Oil Filters, Spark Plugs



Before driving off in his Jeep as host-guide on a tour of his 3,800-acre cattle farm in East Feliciana parish in Louisiana, Charles E. Wilson takes a bow for the photographer.

## Wilson Takes Assembly

(Continued from page 49)

from a hardwood lumberman in the spring of 1955. This three-story home of solid brick walls and white plaster was one of few mansions in the area spared by the Union soldiers after it had been built in 1820 by Elias Norwood. It has hand-carved panel doors and a sweeping lawn enhanced by azaleas and live oaks.

The Wilsons' permanent home is in Bloomfield Hills, Mich., close by his former General Motors headquarters. More important, it's in the midst of their children and 15 grandchildren. They have a summer home in northern Michigan. This is called Teljer Lodge, the name being coined from the first letter of the names of the six Wilson children.

But back to Wilson's cattle experiments on his Louisiana farm.

He had studied up on the subject and started experimenting with Ayrshires and Sindhis on his Michigan farm.

The Sindhi is an Indian animal proven to be hardy and a good forager in sub-tropical country. Because it is no longer legal to import Sindhis, Wilson is trying to breed his Sindhi stock back into the pure Sindhi blood line. He will cross them with several generations of purebred Ayrshires to produce an entirely new strain of milk cows.

When he took a party of 65 businessmen and women from the Baton Rouge Chamber of Commerce on a tour of his well-run farm some months ago, he explained that he hopes to bring cross-breeding to the point where the type will breed true and produce a new separate breed of cattle. He and Mrs. Wilson plan to call the new breed, if successfully produced, Sindayres.

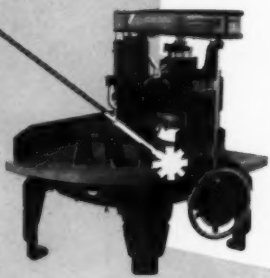
"We hope to do here at Richland," Wilson said, "what the King ranch did in producing the successful new Santa Gertrudis breed of cattle."

Wilson's production herd has 250 milkers. Like that from 57 other dairy farms in the parish, the milk is sold in Baton Rouge. The

**\* See You at IASI Show in Chicago**  
Booth Nos. C 32-34-36-38  
D 31-33-35-37

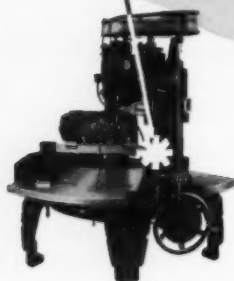
**SV Milling Machines...**  
put Success in your Operation

Milling is the ONLY resurfacing method giving cylinder heads, blocks, and manifolds their original factory finish. Manufacturers have not "ground" heads or blocks in over twenty years. Storm-Vulcan machines were first to Mill surfaces.



MODEL #85 HEADMASTER

Write for literature showing you specifications and details of models 85 and 85B, and the difference between "Milling" and "grinding" for profit. Ask your Storm-Vulcan representative to show YOU the surface comparison demonstration!



MODEL #85B BLOCKMASTER

**NOW !!!**

USE SV'S  
"ELECTRO-TEST"  
MAGNETIC  
Inspection  
Instrument for  
detecting flaws  
or cracks  
in blocks or  
heads,  
Model 711.

**Storm Vulcan, Inc. \***

Manufacturers of Automotive Engine Rebuilding Equipment  
2225 Burbank Street Dallas 35, Texas

**Now...Carter makes  
carburetor clean-out jobs  
easier, more dependable...  
more profitable than  
ever for you**

WITH THE NEW  
CARTER **Zip-Kit**®



**GENUINE  
ORIGINAL  
EQUIPMENT  
PARTS**

**for the most  
popular Carter  
carburetors...**

**AT A SENSATIONALLY LOW PRICE!**



**NEW  
PROTECTIVE  
PACKAGE...**

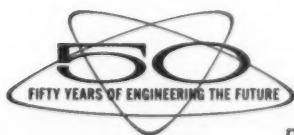
Each Zip-Kit is enclosed in air-tight, moisture-proof, heat-sealed metallic foil. No more "mysterious disappearance" of parts.

Now you can be sure of doing precision carburetor clean-out jobs—by specifying and installing *precision* carburetor parts—made by the same manufacturer whose carburetors are on 24 million cars today!

With Carter's Zip-Kit you'll always be ready for fast, *dependable* clean-out jobs—and at a tremendous per-kit saving! In fact, the new Zip-Kits

are priced so that you'll never again want to consider using other than genuine, original equipment parts!

Make more profit two ways! *Sell the need* for a carburetor clean-out job with every tune-up... then back up your skills and labor with the best of precision-made parts... in the new *low-priced* Carter Zip-Kit. Call your supplier now!



**CARTER**

**CARBURETOR**

**DIVISION OF QCF INDUSTRIES, INCORPORATED**  
ST. LOUIS 7, MISSOURI





First production pilot models of this four-wheel-drive quarter-ton military vehicle, the "Mighty Mite," have been completed by American Motors Corp. Powered by an air-cooled, aluminum V-4 engine, the vehicle will soon be in production for the Marine Corps. The 55hp engine weighs 303 lbs., including a completely water-proofed 24-volt electrical system. It has a displacement



of 108 cubic inches with 3.25x3.25 bore and stroke. Compression ratio is 7.5 to 1. Frame is of steel and the body aluminum. Wheelbase is 65", over-all length is 107" and over-all width, 61". Maximum speed is 62mph, minimum, 2.5mph. Capable of climbing a 100% grade, or fording to a depth of 60", vehicle has a turning radius of 15 3/4', according to the factory officials.

farming trend in East Feliciana is evidenced by these figures: Cotton farming has been reduced in ten years from 10,000 acres to 3,000 acres. During the same time the cattle farms have increased to 300—with 40,000 head of cattle!

Wilson is clearing about half of his farm, some 2,000 acres for cattle. On the rest he is growing pine timber.

His beef cattle cross-breeding is between Sindhi and Shorthorns. He bought 300 Shorthorns locally and added 44 purebred Shorthorns from a Virginia cattle farmer. Later he bought 21 polled Shorthorns from the famed Alauna Acres herd in Iowa. This was reportedly the largest shipment of Iowa polled Shorthorns into the deep South.

For the tour of his farm on Thanksgiving eve, Charlie Wilson joined the Baton Rouge Chamber group at a luncheon in Clinton. Then, driving his own Jeep, he led them on a fast-paced tour. He showed them about the barns where young calves are weaned at four days—and then placed on a solid diet for six weeks before being turned out.

# TV'S 2 TOP SALES

...LIVE...ON NBC

**JACK PAAR AND DAVE GARROWAY**

Help you sell **MAREMONT** "Alloy-coated" Mufflers

Now you can have an important share in the hottest, most talked-about shows on television!

See the "Acid Test" demonstrated live on the Paar and Garroway Shows. They'll be showing your customers why Maremont mufflers offer *twice the life* of ordinary steel mufflers!

And as a clincher, every commercial also shows the gigantic sign that identifies you as a Maremont muffler installer. Jack Paar... Dave Garroway... and the whole Maremont merchandising program... are ready to help you boost service, sales and profits. Start today!



**ALLOY-COATED**  
**MAREMONT MUFFLERS**  
the **ADDED LIFE** line

MarPro, Inc., The Maremont Building, 168 N. Michigan Ave., Chicago 1, Illinois

He lingered at the stock pens to explain his cross-breeding experiments and point out typical results. These also include some Jersey-Sindhi combinations.

In the dairy barns during the 3 p.m. milking, Wilson cited some of the production records for Ayrshires and Ayrshire-Sindhies. He keeps complete records of his herds in the dairy office.

Wilson told the visitors, many of whom have small stock farms, that Richland plantation's soil doesn't match that in his Michigan farm, because it won't grow alfalfa. He revealed a fertilizing method he contemplates — pumping manure from a settlement tank through pipes laid direct to the pasture.

One newspaper reporter observed that "the touch of Wilson was much in evidence on the old cotton plantation. The modern dairy operates on an assembly-line basis. The whole farming operation is run on a tight schedule which rules out any waste of time."

Commenting on Wilson's cattle activities, as gleaned in person on the farm tour, a Baton Rouge editor said in a lead editorial on "Secretary Wilson's Big Farm:"

"We do not know whether the

former defense secretary is making any money out of his farm or not. Probably he doesn't expect to, not right away at least. But whether he makes money or not, if he sticks with it he may help a lot of other farmers to make money... Other farmers will be watching him. If he makes any mistakes, they will say to each other, 'I told you so!' But if he comes up with some good ideas, they will be seen in operation on other farms before too long."

## New York Sets Stage For Record Show

**N**EWEST models of the world's eight automotive producing nations, to be displayed at the third annual International Automobile Show April 4-12 in the New York Coliseum, will comprise a 33% larger exhibit than last year's show, according to Show President Charles Snitow.

Combined displays will utilize three floors, Snitow said, as against two floors last year, with an exhibition area of 218,000 square feet compared with 147,000 square feet last year. This year's show is expected to be three times

greater in size than the initial show held in 1956.

The latest cars from Czechoslovakia, England, France, Germany, Italy, Japan, Sweden and the United States will feature the most comprehensive collection of new styling, engineering and craftsmanship developments ever presented.

## Chrysler Corp. Elects Leary and Townsend

**T**wo new Chrysler Corp. directors, elected to fill vacancies resulting from the recent death of Jack F. Chrysler and the retirement on Dec. 31 of John P. Mansfield, are John D. Leary, vice-president—personnel, and Lynn A. Townsend, group vice-president—international operations.

Leary joined the corporation in 1941 and has worked in all phases of its personnel and labor relations activities. He was elected to his present position in January 1958 and is responsible for all corporate personnel staff activities.

Joining the company in 1957, Townsend was elected a vice-president in October 1958. He is responsible for all Chrysler activities outside the United States.

# MEN



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ASK TO SEE "MUFFLER MAGIC"—color movie with Meg Myles, star of TV and screen. Shows how you can make big money in muffler service.

**CONTACT YOUR  
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Dear Bill,

Sometimes our customers seem to gang up on us on gasoline mileage complaints and we have a hard time for a season or so, and then the pressure lets up and we wait uneasily for the next storm.

Sometimes the trouble lies in the vehicle itself, of course, but more often than not it is just a simple epidemic like the measles that gets started some place and sweeps the city with people fretting about it and discussing it that never gave it a thought before.

It's never safe to try to talk yourself out of a mileage complaint. You have to make an individual check each time to make sure the engine isn't really hogging fuel for some reason or other.



You have to make certain that the driving pattern of the owner hasn't changed or that drag hasn't been induced from malalignment,

tight brakes, or some such.

If we find the tune-up and mixture is okay and nothing pertinent in the driving habits or running gear is amiss, we then have to have a little talk with the complaining party, sometimes including a ride with a mileage tester attached, though this proof-of-the-pudding test ride must be handled with care so it won't appear to the customer that we are trying to make a liar out of him.

If we can toss it in as a simple test ride to check our adjustments, he will usually finish up without feeling offended if the test shows a fair miles-per-gallon delivery and we use the opportunity to show him how he can honestly expect less mileage under given driving conditions.

Sometimes we can fish out a few pertinent arguments from reports by the Ethyl Corp. and other respected sources that gives them a better understanding of their problem. When given at the right point, they are usually impressed by the fact that due to improvements in engine design and fuel compounding they are getting more value from the fuel dollar (excluding taxes, of course) than they did ten or more years ago.

Their car actually gets 70% more "real" mileage from gasoline than possible in cars of the early '30's. This real mileage means the distance that one gallon of gasoline will move one ton of automobile.

(The average weight of domestic cars increased from 1.39 tons in 1930 to 1.77 tons in 1957.)

Engine and fuel improvements have made it possible for drivers to get 18% more for their money than they did in the '30's, for it then cost 66/100th of a cent a mile to move the ton of automobile, whereas on the same basis the cost is now only 54/100th of a cent.

The cumulative percentage of

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CAPAC's greater capacity is your assurance of top-notch Fuel Pump performance that builds customer satisfaction and repeat business. Engineered to handle modern high-volatile fuels, CAPAC gives maximum protection against vapor lock, bucking, and stalling. Stock and install CAPAC—the line that brings you extra business.

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Design definitely reduces vapor formation... minimizes bucking, stalling, rough idling.

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loss of gasoline mileage at 40mph, of the basic car equipped with power accessories runs 6.7% for air conditioning, .75% for the power steering, air suspension compressor 9.3%, large generator 8.4%, varying tire-drag percentages, and so on down the line for devices drawing energy from the engine. Thus a car good for an actual 20mpg (not ton-miles) might get less than 18mpg due to the "assists" it gives the driver.

As far as simply moving the car of 1930 went, one gallon would move it 25 ton-miles at 40mph constant speed, while the basic vehicle of today with a gallon of modern, improved gasoline is moved 43 miles at the same speed, the 70% improvement previously described, at an 18% less cost (less taxes which have jumped a mere 132% since 1930).

Yrs,  
Ed.

### Louisianians Will Hear Hungate This Month

**"I**NDUSTRY Opportunities for Profit 1959" will be the subject of an address by V. B. Hungate, vice-president of Associates Investment Co., before the 22nd annual convention of the Louisiana Automobile Dealers at the Roosevelt Hotel in New Orleans Feb. 23.

Other speakers will include Carl Fribley of Norwich, N. Y., past president of National Automobile Dealers Association; Patrick J. Crowley, director of dealer relations for General Motors' distribution staff, and state NADA Director William J. Cleveland. Also scheduled to address the group will be Humorist "Chuck" Hanna, Mayor deLesseps S. Morrison of New Orleans and Lieut. Gov. Lether E. Frazar.

A cocktail party in the afternoon will be sponsored by Universal C.I.T. Credit Corp., with additional entertainment furnished by the LADA Follies of 1959 and the Russ Papalia Orchestra. Prize drawings will climax the event.

### Asheville Elects Hunter

Robert C. Hunter of Parkland Chevrolet Co. is the new president of Asheville (N. C.) Automobile Dealers Association. Vice-president is Robert E. Perkins of Glover Motors, Inc. (Chrysler-De Soto-Dodge - Plymouth - Imperial - Foreign), and Fred Tron, Skyland Motors (Oldsmobile), is secretary-treasurer.

## Eight Reasons Why Sales of Trucks Will Zoom in 1959 Cited by Dodge

**"T**HERE are at least eight good reasons why 1959 will be an excellent year for the trucking industry," says M. C. Patterson, general manager of Dodge:

"First, the economic upswing now in progress indicates a high level of business activity throughout 1959, which in turn will pro-

vide a much-needed shot-in-the-arm to consumer confidence. Many truck operators postponed planned truck purchases during 1958. As business continues to improve in 1959, however, these owners will buy the trucks they deferred purchasing last year.

"Second, a number of old trucks

*ANOTHER MOOG FIRST!*

## ANNOUNCING THE K-710 ADJUSTABLE BALL-JOINT FOR PLYMOUTH • DODGE DE SOTO • CHRYSLER

1957-58-59 PLYMOUTH and DODGE (all models),  
1957-59 DE SOTO (Models S-27, LS-1, MS-1)  
and 1958 CHRYSLER (Models LC-1, MC-1)



*Solve the loose ball-joint  
problem with a twist  
of an Allen wrench*

With the K-710, a custom ball-joint adjustment is possible, accurate to within .001 of an inch. Eliminates stud end play. Now those tough alignment problems can be solved quickly and accurately for the Chrysler family of cars!



(PATENT APPLIED FOR)

on the road will be replaced. More than half the approximately 11,000,000 trucks in use are at least six years old. Nearly 2,000,000 of them are more than ten years old. One million are 12 years old. Nearly 750,000 of them were built before World War II. There is every reason to believe many of these older units will be replaced during 1959.

"A third reason is that we are only beginning to feel the impact of the federal highway program. More powerful trucks will be re-

quired for giant road-building projects. As new super-highways are completed, larger and more powerful trucks will be needed to transport increasing quantities of commodities from farm and factory. Although the federal government is providing the major share of funds for highways, state and local governmental units also are busily planning new expressways, improving major traffic arteries and laying out new streets in suburban areas."

"Fourth, the mushrooming ex-

pansion of suburban areas must inevitably require more trucks to deliver goods and provide services to the suburban home owner of our country.

"Suburban growth also gives us a fifth reason for optimism. The establishment of new shopping centers means that increasing quantities of goods must be distributed to these centers from downtown or centralized warehouses and loading stations. The only economical way these goods can be moved is by truck.

"Sixth, railroads are applying for permission to discontinue service to a number of small towns across the nation. This means that goods must be delivered 100% to and from these towns by truck.

"A seventh reason is that better highways permit better truck scheduling and thus make faster delivery a certainty. This has re-



## More than a kit... a complete replacement unit

Fast, easy installation! Simply unscrew the original lower ball-joint, and replace with the MOOG Adjustable Ball-Joint Unit K-710.



- **GUSHER-BEARING**  
"breathes" lubricating oil to fight wear



- **ADJUSTABLE PLUG**  
takes out play



- **LOCKING PLUG**  
keeps out play

## When it comes to solving front-end problems ... COME TO MOOG

In addition to the K-710 for Plymouth, Dodge, De Soto and Chrysler, MOOG also features the Adjustable Ball-Joint Kit K-890 for Ford, Mercury and Edsel... and "Gusher-Bearing" Ball Joints K-660 and K-670 for Chevrolet. Plus the most complete line of Ball-Joints and Under-Car Parts. Cash in on all these hot items... find out why

## MOOG MEANS MORE UNDER-CAR BUSINESS



### MOOG COMES TO YOU

See solutions to front-end problems in this MOOGSWAGON:

**CHICAGO, Feb. 18-21**  
I.A.S.I. Booths D-138, D-140, D-142

**SAN FRANCISCO, March 12-15**  
P.A.S. Booths 211, 212, 213



**MOOG INDUSTRIES, INC.**  
ST. LOUIS 14, MISSOURI



General Manager Patterson

sulted, and will continue to result, in more businesses turning to trucks for shipment of goods.

"Eighth, airlines are handling more and more freight. Every ton of freight airplanes carry is trucked to air terminals for loading and away from terminals after unloading at the end of the flight. As airlines carry more goods, more trucks will be required to carry these commodities to and from air terminals.

"For these reasons, Dodge looks forward to 1959 with increased confidence. We anticipate that 1959 will see nearly 1,000,000 trucks built and sold in this country. We feel certain that our new models, with their advanced styling, increased power, sound payload capacity, and economical cost of operation, will play an important role in this expansion of the trucking industry in 1959," he said.

# HELPFUL BOOKLETS FREE!

On this and the following pages is an excellent selection of free Automotive literature. List numbers of those desired on the coupon and mail to SOUTHERN AUTOMOTIVE JOURNAL.

**102 MODEL NUMBER INTERCHANGE**—Handy reference sheet with complete listing of all passenger cars by model number interchangeably with model name. Saves look-up time by including car model data not found elsewhere. Useful as a supplement to every automotive parts catalog. Kem Mfg. Co., 20-21 Wagaraw Rd., Fair Lawn, N. J.

**103 SAMPLES, BOOKLETS, AND CATALOG SHEETS**—describing the DL Handi-Cleaner available on request. DL Products, Inc., Banite Bldg., Buffalo, N. Y.

**104 VENTILATED CUSHIONS**—Complete merchandising program on Kool Kooshions, including handsome wire display rack, full color catalog sheets, other advertising on complete Kool Kooshion line. Kool Kooshion Mfg. Co., Dyersburg, Tenn.

**105 WAGNER AIR BRAKE AND ROTARY AIR COMPRESSOR BULLETIN**—Discusses in detail straight air and air-over-hydraulic air braking systems. Contains an explanation of the operation of the Wagner Rotary Air Compressor complete with diagrams, cross section drawings, and photographs. Lists by catalog numbers component parts as well as field installation kits. Write for Catalog KU-201. Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

**106 CAP MERCHANDISER**—How to increase profits by use of radiator and gasoline cap Merchandiser. The space saving Merchandiser saves you time and money while increasing sales and profits. Ask for detailed information. Stant Mfg. Co., 1620 Columbia Ave., Connerville, Ind.

**108 1957 EDITION OF 12 VOLT ELECTRICAL EQUIPMENT FOR PASSENGER CARS**—Contains description of 12-volt automotive electrical equipment used on 1957 model cars, giving special emphasis to the new external adjustment type distributor and the enclosed shift lever type cranking motor. Recommendations for periodic servicing, checking and adjusting of the charging, starting and ignition systems are discussed. Special section devoted to trouble shooting of 12-volt electrical equipment. Technical Literature Section, Delco-Remy Div., Anderson, Ind.

**111 SELECTION GUIDE OF SPECIALIZED LUBRICATION TOOLS**—Set up in chart form covering 19 makes of cars and 8 specialized tools. Especially helpful to inexperienced operator, making it practically impossible to select the wrong gun or accessory for any given operation. Also has chassis drawing pointing out every part named. Form No. 38-808. Alomite Div., Stewart Warner Corp., 1826 Diversay Parkway, Chicago 14, Illinois.

**112 SOUND SLIDE FILM**—entitled "Automotive Wheel Bearings" is the first in a series of audio-visual aids designed to provide bearing salesmen, servicemen and replacement parts men with practical and useful information on various applications for ball, roller and engine bearings and on oil seals. Federal-Mogul Service, 11031 Shoemaker Ave., Detroit 13, Mich.

**113 NEW BRAKES & TIPS ON TROUBLE SHOOTING**—A 24-page Grey-Rock booklet giving service information on brakes used on 1958 cars including the self-adjusting brake used on Mercury and the new Edsel, and the total contact brake used on cars in the Chrysler Corporation line. Also includes trouble shooting information on brakes on all cars, including older models. Grey-Rock, Manheim, Pa.

**116 TOOLS FOR AUTOMATIC TRANSMISSION SERVICE**—Tools and illustrated instructions for servicing Olds, Cadillac, Pontiac, Lincoln, Nash, Hudson, Kaiser, Fraser, Ford, Mercury and Chevrolet automatic transmissions are shown in a catalog supplement offered by Blackhawk Hand Tools, New Britain, Conn.

**117 AUTOMOTIVE ELECTRICAL EQUIPMENT CATALOG No. D-200**—Applies to automobiles, trucks, trailers, farm and industrial equipment. New 64-page catalog covers entire field of automotive switches, connectors, wiring accessories, etc. Voltage ratings are clearly specified in large type for all switches, and other units. Cole-Hersee Co., 20 Old Colony Ave., Boston 27, Mass.

**119 RAMCO SERVICE MANUAL**—5th edition. Illustrated. Gives complete data on piston ring installation—also hints on locating engine trouble—causes of oil loss—pitfalls of motor-overhauling and how to overcome. Ramsey Corp., 3698 Forest Park Blvd., St. Louis 8, Mo.

**121 SALES AIDS AND MERCHANDISER CATALOG, FORM D-227**—Features a complete line of quality automotive electrical equipment mounted on effective "Business Getting" displays. This colorful 8-page catalog covers the entire field of switches, connectors, voltage reducers, etc. for automotive truck, trailer, bus, marine, farm, earth-mover and industrial equipment. Cole-Hersee Co., 20 Old Colony Ave., Boston 27, Mass.

**122 TIRE RETRUEING**—An illustrated bulletin about this newest extra profit service. Describes Bear "On-A-Car" Service which makes possible tire retreating right on-the-car. Explains method using most advanced truing principle. Bear Mfg. Co., Dept. SAJ, Rock Island, Ill.

**123 AERO-SEAL ROSE CLAMPS**—An illustrated 4-page folder giving clamp ranges, mechanical information, engineering data, stock numbers, packaging, etc. Breeze Corp., Inc., 700 Liberty Ave., Union, N. J.

**129 TOOLS FOR FORDOMATIC AND MERCOMATIC TRANSMISSIONS**—New 12-page catalog giving complete instructions with illustrations for all tools necessary to adjust and overhaul Fordomatic and Mercomatic transmissions. New Britain Hand Tools, New Britain Machine Co., New Britain, Conn.

**133 CATALOG No. 56**—Features more than 300 Champ-Items automotive replacement parts for all makes of cars. A handy service book. Champ-Items, Inc., 6190 Maple Ave., St. Louis 14, Mo.

**134 MOOG RINGLINER**—Illustrated piston ring catalog carries listings and product information on complete line of Moog cast iron, partial chrome and Chrome Plus lines. Moog Industries, Inc., 6650 Easton Ave., St. Louis 14, Mo.

**137 DELCO-REMY ELECTRICAL SERVICE**—A 20-page 5 1/4 x 11-inch booklet covering essential steps in servicing the electrical system on an automobile. Profusely illustrated (84 pictures). A must for the automotive electrician. Delco-Remy Service Department, Anderson, Ind.

**138 PLUG CHECK**—A colorful wall banner showing condition of spark plugs under various driving conditions. This service tool is designed to assist service men in diagnosing spark plug heat range problems. The Electric Auto-Lite Co., Toledo 1, Ohio.

**139 AIR COOLED ENGINE VALVES**—A complete 8-page and cover catalog of valves for air-cooled engines and locks, first offered by any replacement valve manufac-

turer. Lists replacement valves for leading manufacturers of engines used for powering lawnmowers, garden tractors, mixers, conveyors, pumps combines, industrial engines, refrigerator units. Rich Mfg. Corp., 200 Elm St., Battle Creek, Mich.

**141 MOOG STREAMLINER CATALOG**—Carries exploded views, detail illustrations and listings of leaf springs, main leaves, spring parts, shackles, shock links, tie rod ends, drag links, king bolts, coil springs and other coil action parts for cars and trucks. Moog Industries, Inc., 6650 Easton Ave., St. Louis 14, Mo.

**142 1958 MUFFLER CATALOG SUPPLEMENT**—Lists high efficiency mufflers and dual exhaust equipment for each model of 1958 cars. Grand Automotive Products, 2355 N. Ruby St., Melrose Park, Ill.

**144 RADIATOR SERVICING EQUIPMENT**—A new 48-page book "Blueprint For Profits" explains big profits servicing radiators, explains the Inland method, illustrates and describes Inland equipment, free factory training school, payment plan, etc. Inland Mfg. Co., 1108 Jackson St., Omaha 2, Nebraska.

**146 HAND CRIMPING TOOL**—Descriptive circular. Strips and also crimps Rajah terminals to ignition cable. The Rajah Co., 35 Verona Ave., Newark, N. J.

**149 TIRE AND TUBE REPAIR MATERIALS**—are listed in this new 12-page catalog. Gives the complete line offered and also the stock numbers, quantity in package and the shipping weight. Ace Rubber Co., P. O. Box 6147, Dallas, Texas.

**154 BLUEPRINT FOR PROFIT**—A booklet with case histories of dealers and shops who have increased profits servicing radiators. Information about necessary equipment, tools and supplies needed to set up. Inland Mfg. Co., 1108 Jackson St., Omaha 2, Neb.

**156 BONDO PLASTIC FIBERGLASS FASTE DIRECTION FOLDER**—8 pages of easy-to-follow how-to-do a better body repair job with this "miracle body filler that hardens like rock." Easily, quickly and conveniently applied, Bondo permanently restores surfaces "like new" for automotive, marine and industrial repairs of metals, wood, stone and concrete. Bondo Div., Jaycee Chemical Corp., 1104 Forest Road, Northford, Conn.

**160 SUGGESTED SHOP PRICES ON MACHINE SHOP OPERATIONS**—A 24-page booklet giving suggested shop prices on everything from align bore blocks to valve jobs. Prices represent average price gathered from jobbers in U. S. and Canada. Van Norman Automotive Equipment Co., 3640 Main St., Springfield 7, Mass.

**161 COMPLETE REBUILD LINE**—A 122-page catalog covering a complete line of top quality rebuilt products for automotive and tractor units is now available to both present and prospective users of the Kimco line. For all information write Kimco Auto Products, 1520 Texas St., Memphis, Tenn.

**162 BONDO SERVICE BOOKLET-ILLUSTRATED**—Describes in complete detail application and uses of plastic-fiber-glass filler for the auto body repair—showing different types of repair work and advantages and how to save time on body work. Bondo Div., Jaycee Chemical Corp., Northford, Conn.

**163 TIRE TOOL CATALOG**—Sheets show you the complete Ken Tool line giving specifications for each. Includes explanation of how and where each tool should be used to most profitable advantage. Ken Tool Mfg. Co., 768 E. North St., Akron, Ohio.

**165 SPARK PLUG SERVICE & INSTALLATION MANUAL, FORM 7K**—18-page booklet gives type, construction, size, heat range, and service procedure of spark plugs. Also deals with spark plug tools and special installations, analyzes service conditions, gives hints for selling spark plugs, etc. Champion Spark Plug Co., Toledo, Ohio.

**166 CYLINDER HEAD STOCK REMOVAL CHART**—A handy pocket size showing year and model of car, standard compression and the amount of cylinder head stock removal necessary to attain the increased ratio. Storm-Vulcan, Inc., 2235 Burbank St., Dallas 35, Texas.

**167 1958 HEADLAMP & SERVICING GUIDE**—Includes information on following: 4 headlamp systems, aiming instructions, installation instructions, servicing directional signals, lamp specifications on all domestic and foreign cars and trucks. Tung-Sol Electric, Inc., 95 8th Ave., Newark, N. J.

**172 A-1919 FUEL PUMP SHOP MANUAL**—Contains the operation, testing, repair, installation and removal of fuel and vacuum pumps. D. Dwyer, AO Spark Plug Div., Flint 2, Mich.



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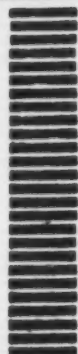
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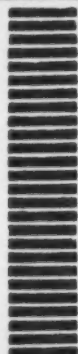
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**174 OIL SEAL POSTER**—Second in a series to help you better understand the value of oil seals and the need for replacing with new seals. The colorful 9" by 25" posters are done in cartoon strips for easier reading and have several illustrations showing importance of tight seals to good vehicle braking. Chicago Rawhide Mfg. Co., Service Sales Div., Elgin, Ill.

**176 AXLE SHAFT GUIDE**—Valuable free guide gives causes and preventions of axle shaft failures. The U. S. Axle Co., Inc., Pottstown, Pa.

**178 A-2416 OIL FILTER INSTALLATION AND SERVICE MANUAL**—D. Dwyer, AC Spark Plug Div., Flint 2, Mich.

**180 THE LAMSON NO. 56-A AUTOMOTIVE CATALOG**—Completely revised, illustrated reference book of fasteners used daily by automotive maintenance men including Plated Cap Screws and Nuts—Brass Nuts, Expansion Plugs, Assortments, Brake Lining Fasteners, Bumper Bolts, Tapping Screws, Flat and Lock Washers, Truck Wheel Studs, Stove Bolts, Cotter Pins and many other items. List prices, dimensions and carton quantities are given. Lamson & Sessions Co., 1971 W. 85th St., Cleveland 2, Ohio.

**181 WHEEL COVER CATALOG NO. 57**—Covers complete line of wheel covers

in sizes to fit 14", 15" and 16" wheels. Namsco, Inc., 333 31st Ave., Bellwood, Ill.

**185 SERVICE ENGINEERING BROCHURE**—A new brochure comprised of 14 Service Engineering articles covering oil consumption problems, ring problems, oil control problems peculiar to the modern high compression-high vacuum engines, piston and piston ring nomenclature and several articles on scuffed rings and how to avoid scuffing and scoring. Perfect Circle Corp., Hagerstown, Ind.

**186 FILTER CATALOG**—Offers details on complete line of oil, air, fuel and cooling system filters. Leo Filter Corp., 43 River Road, N. Arlington, N. J.

**187 BRAKE PRODUCTS**—Booklet gives you 20 pages full information on how Raybestos products lick heat and wear problems. Includes the steps in the Raybestos 7-point brake check. Raybestos Div., Bridgeport 2, Conn.

**188 ELECTRICAL TUNE-UP TESTING EQUIPMENT CATALOG NO. 100 DE**—Gives full information on each testing equipment item in the entire Herbrand line. Includes details on such items as Power Timing Lights, Compression Gauges, Neon Tube Timing Lights, Tachometers and others. Herbrand Div., Fremont, Ohio.

**189 GENERAL PAINTING INSTRUCTIONS**—Form 5723 covers finishing of passenger cars or commercial vehicles in lacquer or enamel finish. Gives full details for any surface including preparation of same. Ditzler Color Division, 8000 W. Chicago Ave., Detroit 4, Mich.

**195 1958 SALES "PORTFOLIO"**—Contains catalog sheets on YANKEE'S new "Duet Series" Mirrors, Boat Trailer Lamps and Water Ski Mirror, All-Chrome Truck Mirrors for foreign and sports cars, and other service items. Kalamazoo punched for filing. Yankee Metal Products Corp., Norwalk, Conn.

**196 AIR COMPRESSOR CATALOG**—Twenty-page catalog gives detailed instructions on how to select a compressor. Also includes specifications and information on various types of compressors, components and accessories. Ask for Catalog No. 734-2. Weaver Mfg. Co., Springfield, Ill.

**197 SPARK PLUGS**—Condensed four-page specification folder for passenger cars, including 1958 models. The Electric Auto-Lite Co., Toledo 1, Ohio.

**203 COOLING SYSTEM CARE BULLETIN**—Is designed for posting in the service station to guide station attendants in preparing cars for summer driving. During the hot vacation months, cooling system care is vitally important to the car owner and can be a most profitable service for the station operator. Warner-Patterson Co., 600 S. Michigan Ave., Chicago, Ill.

**205 HOW TO INCREASE ENGINE LIFE 90%**—Illustrated booklet tells how to reduce wear to moving parts and insure better performance from automobiles or trucks by explaining the air filter—the vital piece of equipment through which an engine breathes. Fram Corp., Rumford Post Office, Providence 16, R. I.

**206 THE SERVICE STORY ON SHOCK ABSORBERS**—Handbook points out that one of every four cars on the road is in need of some kind of shock absorber service. It illustrates proper servicing procedures, including importance of periodic inspection of shock absorbers on air suspension cars. It is designed to simplify shock absorber installations. United Motors Service Div., 3044 W. Grand Blvd., Detroit 2, Mich.

**210 COLUMBUS SHOCK ABSORBERS**—Complete catalog of Luxury-Ride and Velvet-Ride lines, including type needed for front and rear of each make, year and model car—plus numerical parts listing, installation, bushings and washer information. Heckethorn Mfg. & Supply Co., Dyersburg, Tenn.

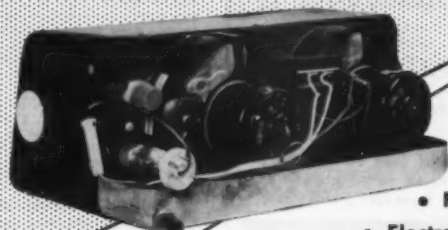
**213 SHOCK ABSORBER CATALOG NO. 320-T-A**—A 16-page listing by numbers or by makes—shock absorbers for every automotive need—passenger cars, and some trucks. Monroe Auto Equipment Co., Monroe, Mich.

**214 THE WHYS AND HOWS OF VOLTAGE REGULATORS**—Explains in simple language, every detail of Voltage Regulators—how they work, why they are important, how to adjust and service them. In 16-page handy pocket size edition, with many working drawings to clarify and illustrate the text. Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

## "POWER PACKED" for Complete Driving Comfort



### "The Profit Line for '59"



**TWIN FANS — TWIN MOTORS**  
for greater cooling power

## PARKOMAT

AUTOMOBILE AIR CONDITIONER

• **FITS ALL AUTOMOBILES including STATION WAGONS**

• **Mounting brackets precision engineered for installation ease.**

• **Small, compact steel case with attractive chrome front.**

• **Large 5", 360° front louvers plus side louvers for positive air flow control.**

• **Powerful twin fans and twin motors.**

• **Electro-magnetic clutch.**

• **Push-button and thermostatic controls.**

Manufactured by Parkomat Mfg. Co. \* 2000 S. Akard, Dallas 15, Texas

## HELPFUL BOOKLETS FREE!

**217 ROUGH IDLING — CAUSE AND CORRECTION**—4 page bulletin lists common causes of rough idling and points out corrective measures to be taken. Includes explanation of how and why gum forms in carburetor and what steps are necessary to remove gum deposits. Gumout Division, 2690 Lisbon Rd., Cleveland 4, Ohio.

**218 BASIC SLEEVE ASSEMBLY SETS**  
New illustrated catalogue describes

profit features and technical advantages together with specific set numbers and exact applications of **BASIC MATCHED SETS** for all popular makes of tractors and trucks. Basic Sleeve Associates, 2516 Commerce St., Dallas 26, Texas.

**221 HYDRAULIC JACK REPAIR KITS** are explained in detail in a new illustrated folder on JACK PACK hydraulic jack repair kits. For your free copy write Jack-Pack Mfg. Co., 2115 N. Marianna Ave., Los Angeles 32, Calif.

**223 DEGREASING EQUIPMENT AND CLEANING COMPOUNDS**—Full information included in our catalog sheets for every automotive or industrial usage. Practical Mfg. Co., 2840 4th Ave. S., Minneapolis, Minn.

**224 AIR CONDITIONING FOR FOREIGN CARS**—Pamphlets give all specifications on air conditioning units for the MG "A", Renault and Volkswagen. Each unit custom designed and fitted. Artic-Kar, 3922 Kalloch Drive, Dallas, Texas.



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REPAIR SHOPS!  
SERVICE STATIONS!  
AUTO DEALERS!

Get Your Share  
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by Selling  
**HAVILAND**

**Built  
Better...**

to give  
**Better  
Service...  
Longer**



### THERMO FLO DESIGN

with instant heat distribution to all chambers of the muffler, reduces corrosive condensation by maintaining uniform temperatures which continuously dry out all surfaces.

### HEAVIEST TWIN SHELL

is structurally stronger and deadens sound better. Up to 50% heavier than conventional twin shell construction, THERMO FLO has the industry's heaviest twin shell.

### PROTECTALOY

the long wearing alloy coated steel used on THERMO FLO mufflers, resists corrosion twice as effectively as ordinary uncoated steels—greatly increases muffler life.

Write Department 7  
for details

**Arnold Haviland Company**  
DEFIANCE, OHIO

**225 THE "CAMEL COOLE" VENTILATED SPRING CUSHION** four color catalog page is now available. This newest product is hailed by the industry as a welcome addition to the Camel line. H. B. Egan Mfg. Co., Muskogee, Okla.

**226 OIL LEAK DETECTOR**—Bulletin shows how hooking up the bearing oil leak detector reveals internal engine conditions, uncovers main, rod or cam bearing wear, plugged oilways, starved bearings, before tearing down the engine. Also describes how the detector checks the completed overhaul and pre-lubricates moving parts before turning over the engine. Illustrates two sizes with maintained oil pressure—one for cars, one for larger truck engines. Federal-Mogil Service, 11031 Shoemaker, Detroit 13, Mich.

**227 FUEL PUMP TROUBLE SHOOTING**—Clearly describes and illustrates correct procedure for testing fuel and vacuum pumps, and how to use properly a fuel pump pressure gauge. Four page pamphlet also includes complete fuel pump pressure specifications and car application data. Kem Mfg. Co., 20-21 Wagaraw Rd., Fair Lawn, N. J.

**230 SIOUX TOOLS**—New Catalog No. 58. Sixty pages. New items include Air Impact Wrenches, Air Screwdrivers, Valve Cleaners, All-Angle Drill Kit, Electric Screwdriver sets, and Pelican Nut Accumulators for use with impact wrenches. Also complete information on Valve Face Grinding Machines, Valve Seat Grinders, Electric Drills, Hole Saws, Electric Bench and Portable Grinders, Wire Wheel Brushes, Flexible Shaft Machines, Electric Sanders, Abrasive Discs, Electric Polishers, Electric Impact Wrenches, Electric Saws and Flat Sanders. Albertson & Company, Inc., 8100 Lowell Avenue, Sioux City 2, Iowa.

**231 TUNE UP BOOKLET**—20-page booklet answers such questions as "What should engine tune-up do?" and "Where to start." Also includes explanation fuel system, carburetor and a check-list for a complete engine tune-up. Form 3759. Advertising Department, Carter Carburetor Div., ACF Ind., 2840 N. Spring Ave., St. Louis, Mo.

**232 NEW MUFFLER TOOL INFORMATION**—Tool cuts through mufflers without use of chisels, saws or torches. Made of light weight construction, it fits from 1 1/4" to 2 1/2" pipe. Muffler Products Corp., 2808 Crawford, Houston 4, Texas.

**234 PLASTIC REPAIR KIT**—6-page pamphlet gives details on DC-3 Resin and Catalyst. Includes the many uses of the product as well as several of the important points regarding the application. Plastics Division, Dynatron Corp., 587 New Park Ave., W. Hartford, Conn.

**235 THE TRUTH ABOUT TUBELESS TIRE REPAIR**—Booklet based on 200,000 actual on-the-road test miles. Explains in detail the things that happen to a tubeless tire when it is punctured and describes the only safe, sure method of repair. By reading this booklet and making the repairs as described in it, you can guarantee that your patch will last the life of the tire. H. B. Egan Mfg. Co., P. O. Box 1406, Muskogee, Okla.

**240 BATTERY SELLING AND SERVICING EQUIPMENT**—Attractive 8-page brochure in full color gives the complete line of chargers, testers and accessories. Includes all specifications. Fox Products Co., 4720 N. 18th St., Philadelphia 41, Pa.

**241 BRAKE SERVICE MANUAL**—A 16-page booklet giving complete instructions on servicing and installation of brake shoe assemblies in domestic and foreign passenger car and truck brake assemblies. Imco Mfg. & Sales Co., 10 E. Lafayette Ave., Baltimore 2, Md.

**246 ARMATURE TOOLS**—Catalog sheet gives full details on hand operated armature undercutter and armature turning tools. Also includes feature of growlers and testers, distributor holding clamps, armature vise jaw pads and generator pulley puller. Newnan Machine Co., P. O. Box 737, Providence 1, R. I.

**250 FUEL PRESSURE REGULATORS**—Informative folder answers such questions as "What is fuel pressure regulator?" "Why do I need one?" "Why isn't it original equipment?" and "Is it guaranteed." Milesmaster, Inc., 1550 E. 74th Place, Chicago 19, Ill.

**251 NEW EATON CAP CATALOG**—Illustrating and describing Eaton radiator pressure caps, fuel tank caps, locking gas caps, oil filler caps and the new Eaton cap and cooling system tester. Also catalog-sheet showing special cap combination offers, and new Eaton cap merchandiser display rack which acts as an "automatic cap salesman" and saves time in checking inventory and ordering fastest moving items. Eaton Mfg. Co., Stamping Div., 17877 St. Clair Ave., Cleveland 10, Ohio.

## NEW Products for NEW Dollars (Continued from page 57)

### 711—Air Brush

Scratches, mars and pit marks are said to be easily touched up with an air brush with fingertip control for air and color feed adjustments introduced by Binks Mfg. Co., Chicago 12, Ill.

Models are "A" for spraying light to medium consistency and "B" for



use with medium to light-heavy materials such as lacquers, enamels and other paints. The controls allow changing spray pattern from pencil-thin to broad shading.

Want more info? Use coupon on page 107 and you will get it!

### 712—Oil-Can Crushers

Five air-operated oil-can crushers, varying in features and capacities but similar in that all are mountable on a 55-gallon oil drum for operation, have been introduced by Coats Kan Crusher, Inc., an affiliate of Coats Co., Inc., Fort Dodge, Iowa.

Three of the models have the automatic safety feature which prevents their operation with the lid open. Capacities of the crushers range from a single quart can to three quart cans or one five-gallon can.

Want more info? Use coupon on page 107 and you will get it!

### 713—Brake Shoe Assortment

Six single-axle sets of lined brake shoes for late-model Chevrolet, Ford and Plymouth passenger cars, individually packed in cartons containing full make and model information on the carton end, have been announced by Grey-Rock Division of Raybestos-Manhattan, Inc., Manheim, Pa.

Included with the assortment, without charge, is a variety of display material for dealer use to tie in with the company's national advertising, complete set-up instructions for display carton and the latest edition of the Grey-Rock Brake Service Manual.

The assortment is also available with the basic tools required for doing brake service.

Want more info? Use coupon on page 107 and you will get it!

### 714—Polishing Cloth

A bleaching process which makes possible a more absorbent, better bleached knit polishing cloth package

has been announced by Rittenbaum Brothers, 691-701 Houston St., N.E., Atlanta, Ga.

This bleaching method reportedly eliminates the problem of producing a soft, absorbent cloth from waste fiber and hard, non-absorbent yarns reportedly encountered by other makers of knit polishing cloths.

Want more info? Use coupon on page 107 and you will get it!

## CIRCO's exclusive "Magicoil"

the most outstanding development  
in steam cleaners  
in 50 years...



### builds shop profits

Watch shop profits grow

when you install a

"Magicoil" Circo Steam

Cleaner. "Magicoil" virtually

eliminates "down-time,"

coil-failure, to help you

build shop profits - fast!

Only Circo has "Magicoil."

Bulletins detail facts about Circo degreasers, agitating washers, and other shop equipment. Yours for the asking.

SINCE 1923

# CIRCO

## EQUIPMENT COMPANY

"Headquarters for automotive cleaning equipment"

51 TERMINAL AVENUE, CLARK, NEW JERSEY

Ten separate coils, assembled as a single unit. Each coil can be easily removed and replaced — without costly shut-downs. Unit operates at 100% efficiency with only seven coils in use. No need for your Circo cleaner to be idle. Cleaning compound is injected after steam leaves "Magicoil." Coil life is considerably extended because chemical residue does not remain in the coil to encourage corrosion, rust and plugging.

Insist on Circo — and choose from the complete line of performance-proven equipment. Ask your jobber for complete "profit-building" details or write:



## 715—Transmission Tools

A board containing all "Blackhawk" tools necessary to make band and throttle linkage adjustments quick and easy on all automatic transmissions, plus complete, illustrated "how-to-do-it" service instructions with every tool, as well as two



other boards featuring only band adjustment tools and throttle linkage adjustment tools, have been announced by The New Britain Machine Co., New Britain, Conn.

Want more info? Use coupon on page 107 and you will get it!

## 716—Defect-Spotter Kits

Kits for detecting serious defects in automotive parts have been introduced by Magnaflux Corp., 7300 Lawrence Ave., Chicago 31, Ill. The "Magnaflux-Magnaglo" wet horizontal unit detects surface defects in crankshafts and other parts up to 52" long. The portable "KH-05" is used to inspect spindles, rear axles, housings, blocks, heads and welds.

Tests for leaks and cracks are fluorescent with the "Zyglo" ZA-43 fluorescent penetrant kit. High-intensity black light distinguishes between engine oil and transmission oil leaks, it was reported. "Spotcheck" dye penetrant kit comes in pressurized cans and locates surface flaws in metal or other solid materials by marking the defect with a bright red line.

Want more info? Use coupon on page 107 and you will get it!

## 717—Brake Service Guide

Containing fully illustrated, step-by-step instructions for adjusting and relining 20 types of hydraulic wheel brakes, plus latest information available on service procedures, a new "Master Service Brake Service Guide" has been published by World Bestos, 1112 South 25th St., New Castle, Ind. Guide contains a wide range of general service information, including how to flush and bleed the hydraulic system, instructions for overhauling master cylinders and wheel cylinders, etc., organized for fast reference. Price is \$1.50.

Want more info? Use coupon on page 107 and you will get it!

## 718—Protective Wax

Protection up to 12 months for car finishes is claimed for a paste wax introduced by Car-Skin Products Corp., Flemington, N. J.

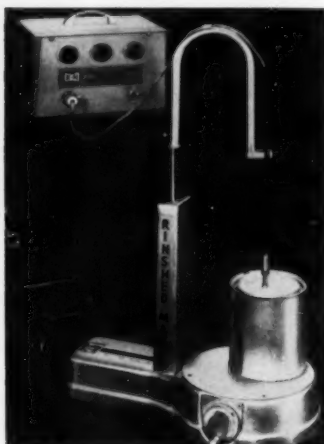
After a thorough cleaning with Car-Skin Reconditioner, the wax is applied with damp cloth or sponge, then wiped with a clean cloth to produce a bright gloss. No rubbing was said to be necessary. The coating offers protection against sun, cold, salt air, rain, sleet and exposure. It is as effective on acrylic and Lucite finishes as on conventional lacquers and enamels.

Want more info? Use coupon on page 107 and you will get it!

## 719—Paint Measurer

Paint is measured electronically with a device which has recently been introduced by Rinshed-Mason Co., Detroit 10, Mich.

Described as an audio-visual indicator, the unit has three lights which



signal the stages of preparation of refinishing colors. The green indicates pouring can commence; amber warns required volume is nearly completed; red—plus a bell—tells operator exact volume has been reached. A "U"-shaped probe holder makes it possible to place paint container at angle most convenient for pouring.

Want more info? Use coupon on page 107 and you will get it!

## 720—Brake Air Remover

Air can be removed easily from hydraulic brake systems with the Bleed-Ezee tool introduced by Raymond Mfg. Division, Associated Spring Corp., Corry, Pa. Bleeder tanks, hoses and other bulky equipment are not needed.

After checking the fluid level, the tool is attached to the cylinder fitting on one or more wheels, using only hand pressure. Cylinder fitting is opened 1/4 to 1/2 turn. Brake pedal is depressed to firm pressure and released immediately. The tool automatically closes, preventing air intake into system. One stroke reportedly is enough to remove all air from the hydraulic line and wheel cylinders to which tool is attached.

Want more info? Use coupon on page 107 and you will get it!

## 721—Portable Dryer

Infra-red portable dryer, which features a quick interchangeable ceramic element with wattages from 500 to 1,000 for different heat intensities, has been announced by Trippe Mfg. Co., 133 N. Jefferson St., Chicago 6, Ill.

Standard wattage is 750. Unit may be used as a powerful flood light by substituting any standard medium screw base bulb for the ceramic element. It stands on heavy cast-iron base equipped with furniture glides for easy moving. Half turn of adjusting sleeve permits raising head up to 76° or down to 43°. Head itself is adjustable to any angle.

Want more info? Use coupon on page 107 and you will get it!

## 722—Plastic Filler

"Flex-Rez" plastic filler in quart and gallon sizes, which reportedly never becomes brittle, flexes with the metal on which it is used and can be filed or "picked" like solder, has been announced by Marson Corp., 115 Mill St., Revere 51, Mass.

Requiring no accelerator, product contains no fiberglass, creates no hazardous dust and can be filed days after application, it was claimed. It featheredges evenly, does not "chip back" and, because it has the same coefficient of expansion and contraction as steel, can be used safely on large metal panels, the manufacturer said.

Want more info? Use coupon on page 107 and you will get it!

## 723—Fuel Regulator

"Acon-O-Mizer" fuel pressure regulator for installation between fuel pump and carburetor, actuated by vacuum from the manifold, has been introduced by AC Spark Plug Division, General Motors Corp., Flint 2, Mich.



According to AC engineers, the unit has a unique anticipating ability for controlling fuel flow which permits maximum car acceleration and high-speed operation and at the same time reduces flooding, stalling and fuel waste.

Want more info? Use coupon on page 107 and you will get it!

# SELL THE BEST! SELL THE LEADER!

## WARNER *Liquid Solder*

non-metallic, deposits tiny fibers  
to repair leaks

**WARNER...FIRST IN**

**RADIATOR CARE & REPAIR**



### **GUARANTEED!**

**Unconditionally Guaranteed** to circulate freely through the smallest tubes in today's auto radiators and heaters.

**Unconditionally Guaranteed** to withstand modern cooling system pressures.

**Unconditionally Guaranteed** to seal leaks at once and give full protection. Will not harm metal or rubber.

**Unconditionally Guaranteed** to function perfectly in all types of anti-freeze.

Make new sales, make new friends with Warner Products. Warner-Patterson, pioneer in cooling system specialties, fully guarantees every can of Warner products. They're first in quality... first in sales... and first in advertising support.

NATIONALLY  
ADVERTISED

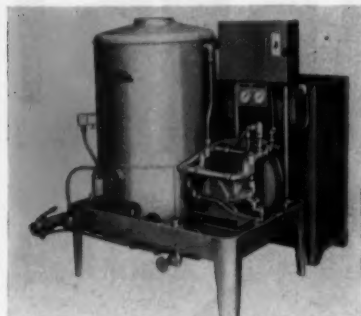
**LIFE** **POST**

**WARNER-PATTERSON  
COMPANY**  
CHICAGO 5, ILLINOIS

Warner-Patterson Company of Canada Limited  
Toronto

## 724—Steam Cleaner

Said to be equally effective for light, medium, heavy or extra-heavy cleaning, the fully automatic "Blast-Master" steam cleaner, which delivers all or any part of a full 280 gallons per hour of balanced cleaning



solution, has been announced by Clayton Mfg. Co., 401 N. Temple City Blvd., El Monte, Calif.

This versatility is credited to a control feature which regulates fuel to burner and water flow to coil, permitting the operator to select and use any part of the capacity from one or even two guns.

*Want more info? Use coupon on page 107 and you will get it!*

## 725—Acrylic Finish

"Arcolite," an acrylic finish for use in refinishing shops, available in factory-packaged colors that purportedly match exactly the acrylic colors used on many '59-model cars, has been announced by The Arco Co., 7301 Bessemer Ave., Cleveland 27, O.

Said to be ideal for panel, spot repair work and two-toning of automobiles, product is not a modified lacquer, but is pure acrylic, free from nitrocellulose. It may be applied directly over acrylics, lacquer or enamel and good adhesion is assured, it was claimed. Except where cars are in bad condition, no special or involved surface preparation is required. Properly sprayed, it dries fast, builds a better film with fewer coats, dries with a high gloss and lasts for years—even under severe climatic conditions, according to the manufacturer.

*Want more info? Use coupon on page 107 and you will get it!*

## 726—Wiper Arm

Replacement wiper arm, designed to meet the heavier arm pressure requirements on windshields with wiper blades 15" and longer, has been announced by The Anderson Co., 1075 Grant St., Gary 40, Ind.

"Red Dot Long Blade" reportedly "quick-fits" all cars using 14" to 19" wiper arms, including all Chrysler Corp. cars since 1957, and all 1959 Chevrolet, Pontiac, Oldsmobile, Buick, Cadillac and Mercury cars. Wiper arm is fully adjustable 3 ways—for correct arm pressure, length and blade angle, and is available in two models: "Model DH" for the larger 5/8" diameter drum head wiper shafts and "Model SH" for screw head wiper shafts.

*Want more info? Use coupon on page 107 and you will get it!*

## 727—Foreign-Car Mufflers

Mufflers and complete exhaust system parts for many makes of foreign cars have been introduced by Powell Muffler Co., Inc., 4235 W. 42nd Place, Chicago 32, Ill.

The mufflers are reinforced and feature two-way all-weld construction. Head and tail baffles as well as muffler body are continuously welded. Finish is bronze Silikote, said to be rust-resistant. The mufflers are available for Austin-Healey, Austin, British Ford, Borgward, DKW, Metropolitan, Vauxhall, Fiat, Hillman, Jaguar, MG, Opel, Volkswagen, Volvo, Porsche, Renault, Sunbeam, Morris, Standard and Triumph.

*Want more info? Use coupon on page 107 and you will get it!*

## 728—Piston Regroover

Designed to widen and deepen piston ring grooves accurately, "Model 226" lightweight piston regroover tool has been announced by Zim Mfg. Co., 3047 W. Carroll Ave., Chicago 12, Ill.

Cutter control placed within the groove being worked on consists of a spring-pressed pilot held securely in exact alignment with cutter. At all times deeper in the groove than the cutter until it touches bottom, control is gradually pushed back by contact to permit cutter to finish the operation. Pilots are furnished to fit 5/64", 3/32" and 1/8" grooves with a cutter .031 wider for each pilot.

*Want more info? Use coupon on page 107 and you will get it!*

## 729—Silicone Lubricant

Recommended by American Grease Stick Co., Muskegon, Mich., for protection in servicing cars with noise problems, Sil-Glyde, a silicone lubricant, silences chatters and squeaks when applied to weatherstripping, window channels, trunk seals and hood lacings.

Water-repellent and freeze-proof Sil-Glyde is said to be ideal treatment for weatherstripping on doors and trunks to keep them from freezing and then tearing loose when doors and trunks are opened. It is also recommended for use on fan belts, power steering belts, speedometer cables and for brake work. It is sold in four-ounce tubes and eight-ounce cans and 16-ounce aerosol containers.

*Want more info? Use coupon on page 107 and you will get it!*

## 730—Shock Spring

Made in one size only, a shock spring for correcting rear-end sag on overloaded cars or cars with weak springs, which reportedly can be used on more than 90% of all cars and light trucks, has been announced by Toledo Steel Products, Division of Thompson Products, Inc., 6402 Cedar Ave., Cleveland 3, O.

Installation of "Sky-Ride" over old or new shock absorbers is so simple, it was claimed, it may be used only when car is overloaded, if owner desires. Springs are available in a display carton containing 1 pair of springs, 4 clamps, 4 positioning cups, 2 neoprene tubes and 2 spring compressors.

*Want more info? Use coupon on page 107 and you will get it!*

## 731—Motor Cleaner

Containing a blend of five chemical ingredients designed to prevent engine deterioration and wear, improved Casite Tune-Up has been announced by Hastings Mfg. Co., Hastings, Mich.

Used in gas tank or through air intake Tune-Up works to clean spark plugs and carburetor and to free sticky valves and rings. Used in crankcase oil, it protects bearings against etching, according to the manufacturer.

*Want more info? Use coupon on page 107 and you will get it!*

## 732—Air Couplers

"Flex-O-Matic" air couplers, said to offer the fastest way to connect air hose to lubricating equipment, tire chucks, spray equipment, or any air-operated device, have been announced by Lincoln Engineering Co., Division of The McNeil Machine & Engineering Co., 5702 Natural Bridge Ave., St. Louis 20, Mo.

Instant coupling action eliminates twisting and turning. One push couples; one pull uncouples. Coupler cannot be detached accidentally.

*Want more info? Use coupon on page 107 and you will get it!*

## 733—Thread Repair Kits

Thread repair kits containing a range of 5 sizes of inserts to repair damaged threads on Ford-Edsel automatic transmission housing have been introduced by Heli-Coil Corp., Shelter Rock Lane, Danbury, Conn.

Kit is a self-sufficient unit with complete instructions and tools to repair quickly and permanently all damaged tapped holes in lightweight housing, it was claimed. Containing 80 inserts, it is designed for years of service by reordering.

*Want more info? Use coupon on page 107 and you will get it!*

## 734—Tubeless Repair

A tubeless tire repair compression rivet, said to repair permanently a puncture up to 1/4" in diameter with-



out reaming out the hole, buffing or heating, has been introduced by Triple-Seal Corp., 2195 N. W. 27th Ave., Miami, Fla.

*Want more info? Use coupon on page 107 and you will get it!*  
(More New Products on page 118)



# ARO PUTS THE SHOW ON THE ROAD

**to show you how to  
increase lube profits!**



See ARO's new Mobile Lube Demonstrator at the I.A.S.I. Show

Booths  
A290-A292-A294

**Another ARO First!** Now ARO puts the most advanced type of lube equipment for every need "on wheels"—to show you exactly how ARO streamlines this service and increases lube profits for you!

This new ARO Mobile Display will be headquarters for lube equipment demonstrations at the I.A.S.I. Show. Be sure to see it—Booths A290-A292-A294!

Every type of modern lube equipment is set up for you to see in actual operation in this display. Everything from overhead reels to pumping units... portable units to hand guns. You can see how each unit works... how ARO performance and dependability do the job faster, easier, with more profit for you!

After the Show, the Mobile Demonstrator will move into the field. It's air-conditioned, completely self-powered. Watch for it in your territory. It shows your best move today—get modern ARO Lube Equipment for progress and profits! See us at the Show or call your ARO Representative for a demonstration.

## See all this in operation!

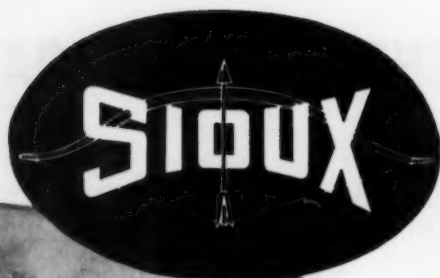
- Overhead reels for all services.
- Stationary drum cover lubricators with air-operated lifts.
- Portable chassis lubricator.
- Portable drain.
- Grease guns.
- Grease fittings.
- Speed couplers.

### THE ARO EQUIPMENT CORPORATION

GENERAL OFFICES—BRYAN, OHIO • Plants at Bryan and Cleveland, Ohio  
Aro of Calif., 3141 S. Grand Ave., Los Angeles 7, Calif.  
Aro Equipment of Canada, Ltd., Toronto 15, Ontario  
Offices in All Principal Cities

**ARO LUBRICATION EQUIPMENT**  
Automotive — Farm — Industry





# *impact* offer Torque



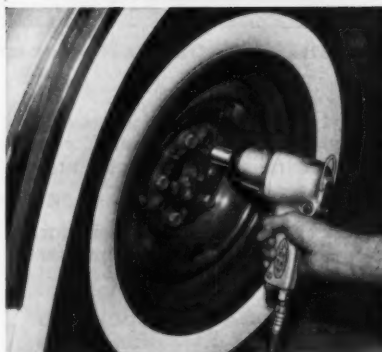
## **SIOUX** *Electric* **IMPACT WRENCHES**

Sioux electric impact wrenches offer equal power in right or left hand rotation. The torque for each wrench is stated and certified. Their mechanical design offers exactly the same advantages as that of the air wrenches. Their exclusive reverse cap switch lock prevents reversing with the current on, and eliminates burning commutator brushes and switch contacts. They are unexcelled in performance.



### **BIG "SLUGGERS!"**

The Sioux No. 320 and 322 air impact wrenches achieve a new high in power to weight ratio. Certified torque as shown in specifications with 8 points of power selection makes them most ideal for heavy duty work.



### **More than MEDIUM!**

No. 315 and 316 are popular industrial and general use sizes with great versatility of use and power for extra punch. They're designed for use where power is required beyond that of conventional  $\frac{1}{2}$ " drive wrenches.

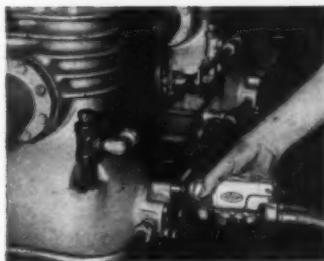


### **Medium POWER**

No. 315 and 316 cover a torque range adequate for many purposes. They're thoroughly tested and proven. Thousands are in daily use.

# ***Wrenches***

## **for every task!**



### **PROVEN EFFICIENCY**

Here, the advantage of the exclusive Sioux mechanical design is revealed! You can expect your Sioux air impact wrench to deliver **25% more torque** while **consuming 30% less air!** Less power is absorbed by the wrench itself. More is applied to the drive!

### **FIELD TESTED, TIME TESTED PROVEN DEPENDABILITY**

The exclusive Sioux impact wrench mechanical design has passed the toughest test of all ... the test of time. Thousands have been giving dependable, trouble-free service for years.



### **REACTION BALANCED for Less Vibration Feedback**

All Sioux Impact Wrenches are "reaction balanced" for less vibration and torque feedback and for minimum operator fatigue. You can feel the difference!



### **ANGLE ATTACHMENT—**

used directly on the square of the impact wrench to reach those hard to get at spots.

### **Compare the TORQUE! the QUALITY!**

Cat. No.	AIR		Torque Ft. lbs. at 90 lbs. Air Pressure at Tool
	Square Drive	Cap. Bolt Size	
313.	3/8"	3/8"	60
314.	1/2"	7/16"	75
303*	1/4" Hex		
315.	1/2"	5/8"	130
312*	7/16" Hex		
316.	1/2"	5/8"	195
317.	5/8"	5/8"	195
318.	5/8"	3/4"	250
319.	5/8"	7/8"	425
320.	3/4"	1"	750
322.	1"	1 1/8"	1000

Cat. No.	ELECTRIC		Torque Ft. lbs. in 10 sec. operation Right or Left
	Square Drive	Cap. Bolt Size	
323.	3/8"	7/16"	75
333.	1/2"	7/16"	75
325.	1/2"	5/8"	125
330.	1/2"	5/8"	175
335.	5/8"	5/8"	175

**\*AIR SCREWDRIVER**

**ALSO NO'S. 260, 262, 242, 246 ELECTRIC SCREWDRIVERS**

**ALBERTSON & CO., INC.** SIOUX CITY IOWA, U.S.A.



**SIOUX** tells you the torque your air or electric impact wrench will deliver. (See specifications.) You don't buy just a wrench. You buy certified Sioux power! Reversible power. And on air wrenches controllable power through eight point power selector.



### **Production type No. 313, 314!**

### **AIR IMPACT WRENCHES**

These models feature an exclusive remote air exhaust that takes exhaust 6 feet from the operator. Quiet, clean operation. Production type design with paddle switch, and 8 point torque selector. Ideal for auto transmission work.



### **No. 303 AIR IMPACT SCREWDRIVER**

Same as above except takes 1/4" hex drive shanks for clutch head, Reed and Prince, standard, and Phillips screwdriver bits, and for Allen type socket heads.



## **SIOUX's the BUY!**

AIR IMPACT WRENCHES • AIR SCREWDRIVERS • DRILLS  
• "PELICAN" NUT ACCUMULATORS • FLEXIBLE SHAFTS  
• ELECTRIC IMPACT WRENCHES • GRINDERS • SANDERS  
• POLISHERS • SCREWDRIVERS • PORTABLE SAWS •  
VALVE FACE GRINDING MACHINES • ABRASIVE DISCS

## More New Products (Continued from page 114)

### 735—Tool Line

"VI-Chrome" tool line, featuring 96 popular-priced items, including sockets, attachments and open-end and combination wrenches, has been announced by Herbrand Division, The Bingham-Herbrand Corp., Fremont, O.

Want more info? Use coupon on page 107 and you will get it!

### 736—Spring Tester

"Model 68" spring tester for ten-

sions 0 to 350 lbs., said to facilitate balancing of any spring up to 2" diameter, 4½" length, has been introduced by Rinck-Mellwaine, Inc., 16 Hudson St., New York, N. Y.

Tester reportedly enables mechanics to accurately service late-model, high-power engines with increased valve spring tension over 250 lbs., and serves equally well on older equipment with tension 250 lbs. and under. Shipping weight is 29 lbs.

Want more info? Use coupon on page 107 and you will get it!

### 737—Turn Signals

Three Class A, type I direction turn signals, both single and a double face lamp, and a flush mounting model



have been announced by Griffin Lamp Co., Hamilton, Ohio.

Each has 4½"-diameter Lucite lens with concentric flutes for mounting in any position. The red or amber lens require no retainer rings. Turn signal switch has built-in flasher socket, four-position operating lever—one for emergency flashing all lamps—two indicator lamps and steering column attachment.

Want more info? Use coupon on page 107 and you will get it!

### 738—Wheel Cover Tool

"Jiffy" wheel cover tool, designed specifically for removing and replacing all makes of automotive wheel covers, incorporating a curved single claw extractor and a flexible rubber head for driving cover in place, has been announced by Vulcan Mfg. Co., Inc., Winona, Minn. Head is replaceable.

Want more info? Use coupon on page 107 and you will get it!

### 739—Shock Spring

Its "Sky Ride" universal shock spring to fit over existing shock absorbers on 90% of all cars and light trucks has been introduced by Thompson Products Replacement Division, Thompson Products, Inc., 2209 Ashland Road, Cleveland 3, O.

Designed to prevent rear-end sag and bottoming in today's soft-sprung vehicles, spring reportedly eliminates these problems without materially affecting the vehicle's normal riding. Easy to install and remove, it can be used only for overloaded travel, if desired. Kit consists of 2 springs, 4 clamps, 4 positioning cups, 2 neoprene tubes and 2 spring compressors.

Want more info? Use coupon on page 107 and you will get it!

### 740—Car Floor Mats

"Floor Pride," a line of automobile floor mats in matching pastel colors and styles, has been introduced by Doan Mfg. Co., 1725 London Road, Cleveland, Ohio. Three styles make up the line: "Contour Twin," "Matshield" and "Utility Mat." These mats have a rubber-plastic composition and a glossy finish in two-tone or solid colors.

Want more info? Use coupon on page 107 and you will get it!

**TOP VALUE**  
*Lisle* **BHx**  
**BRAKE CYLINDER HONE**

WITH  
**CONTROLLED PRESSURE**  
**AND FULL RANGE . . .**

Compare features and price, and you'll agree that the Lisle BHx is the top value brake cylinder hone.

- Handles all cylinders from ¾" to 2" with one set of stones.
- Exclusive Controlled Pressure. Cut or polish in all size cylinders.
- Hones right to the end of step-cut and blind-end cylinders. Flexible shaft for easy honing right on car.

**GLAZE BREAKER MODEL GBX**  
**BIGGEST RANGE WITH CONTROLLED PRESSURE**

The GBX beats them all in performance. Handles cylinders from 2" to 7" Ø.

Adjustable to control pressure in all size cylinders. Easy to insert and remove. Flexible drive shaft operates with ¼" to ¾" electric drill.

**It's a Good Tool... It's Lisle**  
**LISLE CORPORATION**  
Cleveland, Ohio



#### 741—Carburetor Kit

An economy-priced kit, containing basic items required for most carburetor clean-out jobs, has been introduced by Carter Carburetor Division, ACF Industries, Inc., 2840 N. Spring Ave., St. Louis 7, Mo.

"Zip Kit" contains a needle and seat assembly, a pump plunger and a



gasket set in metallic foil package that reportedly makes it tamper- and moisture-proof.

Want more info? Use coupon on page 107 and you will get it!

#### 742—Driveway Signal

Compactly designed so that the complete mechanism is concealed under a heavy-duty 6" cast aluminum bell dome, a service station driveway signal, operating efficiently on 110 volts with over 300' of signal hose on both arms of a Y fitting, has been announced by Milton Mfg. Co., Inc., 1900 W. Hubbard St., Chicago 22, Ill.

Want more info? Use coupon on page 107 and you will get it!

#### 743—Universal Joint Kit

Universal joint kit, containing 6 joints—5 different numbers—to fit all popular passenger cars and light trucks, said to offer minimum inventory advantages to service stations and independent garages, has been announced by Western Automotive Co., 2300 South Parkway, Chicago 16, Ill.

Want more info? Use coupon on page 107 and you will get it!

#### 744—Underbody Pump

An improved underbody pump unit of simplified construction, which reportedly assures trouble-free operation with heavy materials, has been announced by The DeVilbiss Co., 300 Phillips Ave., Toledo 1, O.

Pump also features a heavy-duty spray gun with "full grip" trigger, plus easy flushing and cleaning for routine maintenance. Pump will deliver all types of heavy-bodied material direct from original 55-gallon shipping drum. Two independent regulators assure ideal spraying under varying conditions, it was claimed, making possible perfect balance between air pressure and fluid flow.

Want more info? Use coupon on page 107 and you will get it!

#### 745—Additives

As a 30th anniversary special, two pint cans of Pyroil "A" and one pint can of Pyroil "B" have been introduced as a single pack by Pyroil Co., Inc., La Crosse, Wis.

Pyroil "A", added to gas or used with an impact lubricator, gives 30 to 40 extra miles per tank of gas, according to the company. It serves to clean out engine deposits. Pyroil "B", added to oil, is designed to loosen hydraulic valves, free sticky rings and clean away sludge. It, too, plates metal parts with magnetic film of oil, the manufacturer stated.

Want more info? Use coupon on page 107 and you will get it!

#### 746—Rubber Lubricant

"RuGlyde" rubber lubricant, said to be clean and easy to use on all rubber mats and parts, plastic seat covers and leather upholstery, has been introduced by American Grease Stick Co., 2651 Hoyt St., Muskegon.

Product is said to be non-staining on uniforms and floors. An improved formula, it was claimed, makes it better than ever for mounting and de-mounting tube and tubeless tires, lubricating rubber parts and fittings and cleaning and dressing up rubber, plastic and leather.

Want more info? Use coupon on page 107 and you will get it! (More New Products on page 122)

## BUY SIX GET ONE FREE



### PYROIL'S SPRING DEAL

**SIMPLE AND EASY . . .** Just buy six of any one product and receive one extra free. This offer applies to 3 oz. Pyroil "A" upper cylinder lubricant; 12 oz. "B" crankcase additive; 3 oz. "M" multi-purpose lubricant; 3 oz. "P" penetrating oil, "P" 8 oz., pints and quarts "P"; Booster Shot for outboard motors and power mowers; plus three new products. Pyroil RX-1, RX-2 and RX-3.

This offer expires March 31, 1959.

### 3 NEW PRODUCTS

Pyroil RX-1 is a 30 minute engine and carburetor purge, pint can \$1.50.

Pyroil RX-2 for worn motors stops oil burning fast, \$2.00 quart can.

Pyroil RX-3 for ailing transmissions stops leaks and conditions automatic transmissions, \$1.00 6 ounce can.

These new products open up new profit markets for you.



### SPECIAL 30TH ANNIVERSARY PACK 3 PINT CANS FOR THE PRICE OF TWO

The Pyroil Company is celebrating its 30th anniversary by introducing a complete motor tune up pack. 2 cans of Pyroil "A" and 1 pint can of Pyroil "B" for the price of the two pint cans of "A". The customer saves 98c. This 30th anniversary special expires June 30, 1959.

Order from your Jobber today.

Pyroil Company, Inc., La Crosse, Wisconsin - U.S.A.  
Toronto, Canada. Nationally advertised since 1929.





# "I'm my own boss and have a solid future, thanks to Texaco's fine Dealer support"

*says Texaco Dealer S. S. Adair, Jr.*

**Mr. Adair and his family** relax in their comfortable home.





**Successful Dealer** Adair has a modern Texaco station located in a suburb of Minneapolis. He works hard — but he makes good money in a business with a solid future.

**T**WELVE years ago I decided to change to Texaco, and it was a sound, profitable decision," says Mr. Adair, who operates a busy station in Minneapolis, Minn.

"In that time, I have learned that Texaco gives its Dealers the cooperation and friendly help that mean so much to the success of a station. Without exception, I have found the Texaco people always ready to help when a problem pops up.

"Then, too, Texaco's aggressive advertising and promotion bring many new customers into my station, and remind old customers when it is time for a seasonal check-up of their cars. This is mighty profitable for the Dealer, as is the credit card business we get from touring motorists from all the states.

"To any man interested in going into his own business, I say — talk with the Texaco people."

#### 6 REASONS WHY YOU CAN MAKE MONEY AS A TEXACO DEALER

1. *The best* petroleum products, known and accepted by car owners in all 48 states. Continuous research and development insure that Texaco will always have outstanding products.
2. *The best* and biggest national advertising program...constantly selling Texaco Dealers to car

owners everywhere.

3. *The best* point-of-sale promotion material to help bring customers in and bring them back!

4. *The best* customer credit card — in fact, the only petroleum credit card honored under one sign in all 48 states . . . and in Canada, too.

5. *The best* retailer policy — Texaco helps its Dealers to market nationally-advertised and accepted TBA products.

6. *The best* opportunity to cash in on "touring" business — because Texaco customers at home like to stop at Texaco stations when on the road. This means you have more than 40,000 other Texaco Dealers helping you.

*The Texas Company*

**A solid future** is one of the advantages of being a Texaco Distributor or a Texaco Dealer. Proof: 683 of our Distributors have been with us for 20 years or more — some as long as 45 years. 20,096 Texaco Dealers have been with us for 10 years or more — some more than 45 years. There may be an opportunity for you in the Texaco family. Get in touch with the Texaco Division Office nearest you.



**Division Offices:** Atlanta, Georgia; Boston 16, Massachusetts; Buffalo 5, New York; Butte, Montana; Chicago 4, Illinois; Dallas 1, Texas; Denver 3, Colorado; Houston 2, Texas; Indianapolis 1, Indiana; Los Angeles 5, California; Minneapolis 3, Minnesota; New Orleans 16, Louisiana; New York 17, New York; Norfolk 2, Virginia; Seattle 1, Washington.

## More New Products (Continued from page 119)

### 747—Car Fender Mirror

By flicking a control unit on the dash a driver can adjust the Fender Mount car mirror, which has been introduced by The Roberk Co., Norwalk, Conn.

The glass itself moves in desired direction as the housing remains stationary.



Three cables run from dash unit to mirror head and a push or pull on control handle changes the glass position. There are no gears or intricate parts.

Want more info? Use coupon on page 107 and you will get it!

### 748—Fuse Holder

Every 1/4" diameter automotive fuse can be held by the fuse holder which has been introduced by Standard Motor Products, Inc., 37-18 Northern Boulevard, Long Island City 1, N. Y. It can be used for all 6- and 12-volt systems. It reportedly provides protection for the electrical accessories of the car. "FH-1" requires no soldering during installation.

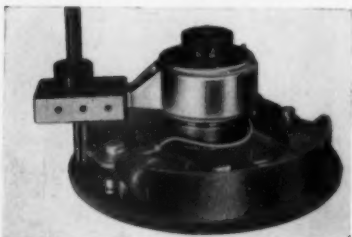
Want more info? Use coupon on page 107 and you will get it!

### 749—Brake Gauge

A combination brake shoe and drum gauge for diagnosing brake troubles, centralizing and adjusting shoes, as well as for detecting bent front spindles, has been introduced by Barrett Equipment Co., 2101 Cass Ave., St. Louis 6, Mo.

Universal in application, gauge mounts on front spindles, tapered rear axles and flanged-type rear axles.

Want more info? Use coupon on page 107 and you will get it!



### 750—Starting Fluid

Starting fluid, "Start Pilot," available in 12-oz aerosol cans as well as in bulk fluid pint cans for both diesel and gasoline engines, has been introduced by Start Pilot Corp., 61 Second St., Mineola, N. Y.

A specially blended low-ether formula reportedly gives smooth starts and makes engines start firing until the regular source can sustain combustion—in cold as low as 65°F. below zero, or in damp weather. It can be safely and legally transported, meets all ICC requirements and has been tested and approved by major oil companies and engine manufacturers, according to the company. Self-dispensing can reportedly prevents spilling of fluid on rags or cloths or over the intake and carburetor.

Want more info? Use coupon on page 107 and you will get it!

### 751—Wiper Replacements

Two wiper replacements, an arm and a blade for late-model cars, have been announced by The Anderson Co., 1075 Grant St., Gary 40, Ind.

The Anco Red Dot "Long-Blade" anti-wind-lift model is designed to meet the heavier arm-pressure requirements on larger windshields with wiper blades 15" and longer. It fits all cars using 14" to 19" wiper arms. The "Long-Blade" arm is available in Model DH for drumhead shafts and Model SH for screwhead shafts. The blade is a 15" Red Dot "Turtleback" built to take at least 15 ounces of arm pressure.

Want more info? Use coupon on page 107 and you will get it!

### 752—Wrench Locking Device

Even sizes from 4" to 20" (with the exceptions of 14" and 18" models) of the Clik-Stop industrial-finished, adjustable wrench are equipped with the Golden Knurl, automatic locking device introduced by Proto Tool Co., Division of Pendleton Tool Industries, Inc., Los Angeles, Calif.

The device consists of two teeth in wrench body which mesh with knurl grooves to hold set jaw openings from creeping or changing while the wrench is in use.

Want more info? Use coupon on page 107 and you will get it!

### 753—Cam Lubricant

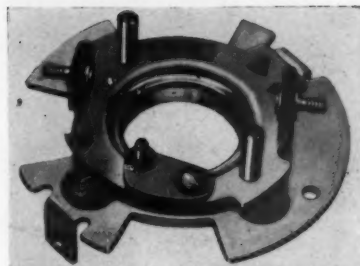
For lubricating distributor plate pivot pins and all ball bearings where high-temperature operating conditions exist, Standard Motor Products, Inc., Long Island City 1, N. Y., has introduced its SL-2 Lubricam, which contains silicone.

According to the maker, Lubricam prolongs life of rubbing block and cuts down on adjustment of contacts. SL-2 is equipped with long nozzle said to enable it to reach even most inaccessible parts.

Want more info? Use coupon on page 107 and you will get it!

### 754—Distributor Plates

Special linkage device introduced by Renberles Products Co., 18606 Fitzpatrick Ave., Detroit 28, Mich., reportedly transposes the same vacuum advance curve to the concentric-



cally-mounted Dyna-Flyte ball bearing plate as established by the original-equipment friction plate.

The design permits use of precision ball bearing, either single or dual points, and only one model to service all 1957 to 1959 Chrysler products except New Yorker and Imperial.

Want more info? Use coupon on page 107 and you will get it!

### 755—Frictionless Bearings

Near-frictionless bearings for knuckle and ball joints on automobiles, made of plastic and cotton strands impregnated with Bakelite phenolic plastic, have been introduced by Russell Mfg. Co., Middletown, Conn. They are expected to function without lubrication for the life of the car, the company said.

They can replace many conventional metal-to-metal bearings and thus eliminate regular lubrication of front-end joints. Resistant to acids and alkalis, the bearings are not subject to electrolysis or corrosion by salt water.

Want more info? Use coupon on page 107 and you will get it!

### 756—Lubricated Points

Built-in felt Lubri\*Wik for controlled cam lubrication is a feature of the newest line of Blue Streak Lubripoint sets introduced by Standard Motor Products, Inc., Long Island City 1, N. Y.

With Lubripoints, the company pointed out, continuous lubrication of

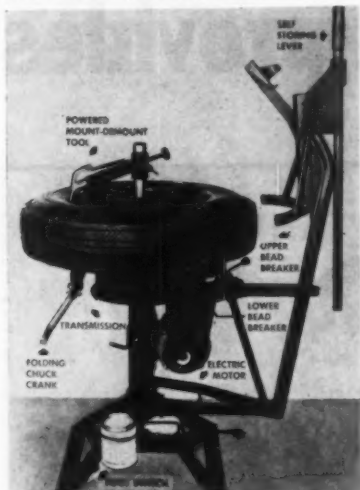


the high points of the distributor cam is available. They also prevent an excess accumulation of grease on the flats of the distributor cam. The Lubri\*Wik is factory-treated with silicone-treated lubricant.

Want more info? Use coupon on page 107 and you will get it!

### 757—Tubeless Mounter

A tubeless tire mounter, which includes guards for 14" and 15" wheels, has been introduced by Bishman Mfg. Co., Route 2, Osseo, Minn.



"Model 940" fits all the company's electric tire changers, while "Model 941" fits all hand tire changers with 1 1/4", 1 1/2" and 1 5/8" center shafts. Want more info? Use coupon on page 107 and you will get it!

### 758—Choke Cleaner

"Gumout" automatic choke cleaner, said to provide positive means of cleaning and servicing automobile chokes, has been introduced by Pennsylvania Refining Co., 2686 Lisbon Road, Cleveland 4, O.

Solvent squirted on choke parts, with choke cover removed, quickly dissolves and washes away all gum and dirt deposits so the choke can then operate freely and properly, it was claimed. It is available in 8-oz. cans with special squirt spouts.

Want more info? Use coupon on page 107 and you will get it!

### 759—Oil Savers

Reduction of oil consumption is the purpose of two products announced by Sealed Power Corp., Muskegon, Mich.

The firm's stainless steel oil rings offer long service and oil economy as main features. The Lyell valve guide shear tool prevents excessive oil consumption caused by oil being drawn into combustion chamber through valve guides by tapering the tops of the guide.

Want more info? Use coupon on page 107 and you will get it!

### 760—Oil Additives

Additives have been introduced by Kapro Corp., 2329 S. Michigan Ave., Chicago 16, Ill., designed to stop transmission oil leaks and give full-time engine lubrication.

"Trans-Cure" transmission oil is said to stop transmission lag, reduce slippage snap, howl and grind, and smooth speed changes. "Motor Cure" lube oil additive assures engine lubrication whether the engine is running or not, it is claimed. Motor Cure re-

portedly stops cold, dry starts and oil burning, and stops wear and tear. It is also said to combat crankcase acidity, and ends carbon and varnish formation to give more mileage between oil changes.

Want more info? Use coupon on page 107 and you will get it!

### 761—Locking Gas Caps

Solid die cast, push-on-type locking gas caps have been announced by Stant Mfg. Co., Inc., Connersville, Ind. The "G-58" includes four caps formerly of stainless steel. The caps are polished, and plated in copper, nickel and chromium. The "G-58" push-on cap and the Fenderwell cap



"G-39" fit 1959 Buick, Oldsmobile, Mercury and Edsel. These cars have 1 3/4" diameter filler neck and use a non-vented cap, according to the manufacturer.

Want more info? Use coupon on page 107 and you will get it! (More New Products on page 126)



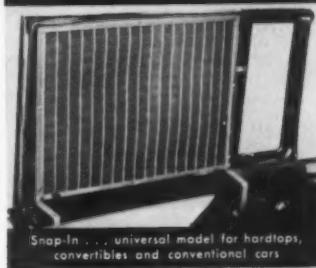
## PROFIT BOOSTER for AUTOMOTIVE JOBBERS

# FREE!

This Mitchell  
Auto Shade Screen  
Display Rack with  
the No. 12 dealer  
package.



Roll-Away for conventional cars



Snap-In... universal model for hardtops, convertibles and conventional cars



Custom Made for station wagons

# Mitchell

## AUTO SHADE SCREENS

... the nation's NEWEST—HOTTEST  
accessory line



Write for catalog and price sheets!

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See us at Booths C306-308 I.A.S.I., Chicago

**MITCHELL  
MANUFACTURING CO.**  
Shade Screen Division  
FORT SMITH, ARKANSAS



# In G-E SUBURBAN Headlamps on focus that provides

**HERE'S WHY THE "BUILT-IN SPOTLIGHT"  
EFFECT IN G-E SUBURBAN HEADLAMPS HELPS  
YOUR CUSTOMERS SEE BETTER AGAINST  
THE LIGHTS OF ONCOMING CARS**

**1. THE FILAMENT.** G-E SUBURBAN Headlamps are the first 7" headlamps to have the low beam filament *on focus*—that is, optically centered in the reflector. So, all rays coming from the reflector to the lens are parallel and are concentrated into a spotlight-type beam.

**3. THE PROOF.** Light-meter checks show that, in the "spotlighted" area, there is actually twice as much light as provided by the previous 7" headlamps—with ample surrounding light for seeing both sides of the road.

**2. THE LENS.** With the *on-focus* filament in G-E SUBURBAN Headlamps already providing a "spotlight" effect, there is a minimum loss of useful light by the lens in directing the beam far down the right side of the road. Headlamp lenses do *not* concentrate light, they distribute it.

**4. THE RESULT.** The additional light (with no increase in wattage to place additional drain on the battery) lets motorists see better beyond an oncoming car in spite of its lights, when both cars are from 75 to 200 feet apart.



G-E 6006 FOR 6-VOLT CARS AND TRUCKS  
G-E 6012 FOR 12-VOLT CARS AND TRUCKS



**THERE'S TWICE AS MUCH LIGHT IN THE "SPOTLIGHT" AREA.** There's more light farther ahead down the right side of the road, than with any previous two-headlamp system. Even if the oncoming car's lights are aimed high, or if the other driver fails to

"dim", a pair of G-E SUBURBAN Headlamps helps motorists see better beyond approaching cars when they're 75 to 200 feet apart. After passing, this extra light helps the driver recover his vision more quickly . . . and makes for safer night driving.

**IDENTICAL HEADLAMP NUMBERS DO NOT MEAN IDENTICAL PRODUCTS.** The standardization of headlamp numbers applies only to nomenclature, mechanical interchangeability and service location on a car—and are *not* indicative of

lighting results achieved, beam characteristics, nor internal construction features of the lamps. *No other headlamp* at this time uses an on-focus filament for the low beam, even though other headlamps may bear the same lamp numbers.

# ...it's the low beam filament the "spotlight" effect!

AND HERE'S THE ADVERTISING AND PROMOTION SUPPORT  
THAT'LL HELP YOU SELL 'EM IN PAIRS



**SALES PRODUCING ADS**—in big circulation magazines reach nearly all your customers. Tie-in . . . ask 'em to buy pairs. And add to your profits by aiming each pair of G-E SUBURBAN Headlamps you sell.



**"SEE FOR YOURSELF" DEMONSTRATOR**—Attractive, eye-catching. Customers can see "before" road scene . . . then lift up the die-cut flap to see the dramatic "spotlight" effect of G-E SUBURBAN Headlamps.



**WINDOW STREAMERS AND DECALS**—3-color streamer with DAY-GLO ink. Pressure-sensitive, 2-face decal in 3 colors. Put them on windows or doors to flag customers' attention.



**BREAST-POCKET DEMONSTRATOR**—Each man can wear one. Catches customers' attention. Graphically demonstrates the benefits of General Electric SUBURBAN Headlamps.

COMPLETE PACKAGES OF THESE SALES AIDS ARE AVAILABLE TODAY: General Electric Co., Miniature Lamp Dept., Nela Park, Cleveland 12, Ohio

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**

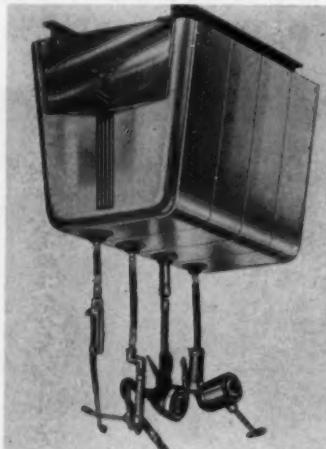
## New Products

(Continued from page 123)

### 762—Lube Reels

Ceiling "Lubreels," said to be simple to install and easy to operate, have been introduced by Lincoln Engineering Co., Division of The McNeil Machine & Engineering Co., 5789 Natural Bridge Ave., St. Louis 20, Mo.

Adjustable retraction speed equalizes pressure control on air-powered



reels, permitting adjustment of tension to meet operator's personal preference. Positive locking action assures automatic lock when reel-out is stopped, while automatic safety latch locks air-powered reels when pressure is turned off, either at compressor or in air line. Threaded rubber ballstop coupling between delivery hose and hose extension permits extension to be varied in length to meet ceiling height requirements.

Want more info? Use coupon on page 107 and you will get it!

### 763—Ball-Joint Unit

"K-710" adjustable ball-joint unit, designed to eliminate lower ball-joint looseness in 1957-59 Plymouths and most models of 1957-59 Dodges and 1957-58 Chryslers, has been announced by Moog Industries, Inc., 6565 Wells Ave., St. Louis 14, Mo.

Unit reportedly permits all stud-end play to be eliminated with a simple adjustment requiring only an Allen wrench, which is made after installation. Chief advantage claimed is that adjustment makes possible a close tolerance front-end alignment job that will give car owner better steering and longer tire life.

Want more info? Use coupon on page 107 and you will get it!

### 764—Air Wrenches

Air wrenches equipped with "Vari-Tork" power converter, which reportedly provides greater utilization



of motor power and greater range of torque selectivity, have been introduced by Chicago Pneumatic Tool Co., 6 East 44th St., New York 17, N. Y.

Four models feature a "long shank," which allows greater hub and rim clearances and provides easy access to hard-to-reach, deep-recessed wheel nuts, it was claimed. Also, the long shank permits use of "flip socket," an extra that provides popular  $\frac{3}{4}$ " and  $1\frac{1}{8}$ " passenger-car wheel nut sizes at either end of a  $\frac{1}{2}$ " center drive socket. Wrenches will handle every bolt size from  $\frac{3}{16}$ " to  $1\frac{1}{4}$ ".

Want more info? Use coupon on page 107 and you will get it!

**WE PUT A WHOA TO HER NO-STOP WOES!**

GEE, I'M HEADING FOR TROUBLE! I JUST CAN'T STOP WHEN I'M SUPPOSED TO!

NO KIDDING! THAT CAN BE A PROBLEM.

WELL, THERE'S ALL KINDS OF SCREECHING, PULLING...AND EVERYTHING!

THERE CERTAINLY SHOULDN'T BE!

NO, SIR!

SEE THIS CHICAGO-RAWHIDE SEAL? WELL, IT STOPS WHEEL BEARING GREASE FROM GETTING THROUGH TO YOUR LINING. AFTER WE RELINE THE BRAKES WE INSTALL BRAND NEW C/R SEALS. THEY PROTECT YOUR WHEEL BEARINGS AND YOUR BRAKE LINING...

...AND YOU GET A LOT OF EXTRA MILEAGE OUT OF YOUR BRAKES. BY THE WAY, DID YOU KNOW CAR MANUFACTURERS RECOMMEND THAT YOUR WHEEL BEARINGS SHOULD BE REPAKED PERIODICALLY...AND NEW OIL SEALS INSTALLED!

BOYS, YOU'VE SOLD ME. BY ALL MEANS MAKE IT A BRAKE RELINE...AND THOSE CUTE LITTLE C/R SEALS!

IT'S ALL TRUTH 'N NO POETRY, MA'AM.

WHICH SPARKS ME TO SAY THAT WITH YOUR KNOWLEDGE AND MY BRAINS WE COULD WIN A BUNDLE IN CHICAGO RAWHIDE'S "COMPLETE-STRIP" CONTEST!



## 765—Tire Changer

"Twin-Air Tireman" tire changer, with both upper and lower bead looseners operated by air power, for all tubeless and conventional tires, has been introduced by Coats Co., 3001 Fifth Ave., Fort Dodge, Iowa,



and its sales representative, the Jack P. Hennessy Co., Inc., 12 Depot Square, Englewood, N. J.

"Hands-free" operation enables serviceman to loosen both top and bottom beads by pressing a foot pedal. A compressed air cylinder loosens the bottom bead on the up stroke and the top bead is loosened on the return

stroke. Both occur almost simultaneously, the manufacturer said. Screw-type hold-down reportedly assures positive locking with a twist of the wrist.

Want more info? Use coupon on page 107 and you will get it!

## 766—Sales Cases

Top-grain leather cases in six sizes and three colors, with overlapping cabin construction and sectional interiors, have been introduced by Buchan Loose Leaf Records Co., Clifton Heights, Pa., for use in carrying catalogs and sales materials.

Two snap locks, one-inch capacity sheetholders and roomy, sewed-in



gusset pockets which store two inches of loose sheets, order pads or file folders, are other features of the "Cabin" case.

Want more info? Use coupon on page 107 and you will get it!

## 767—Indoor Test Equipment

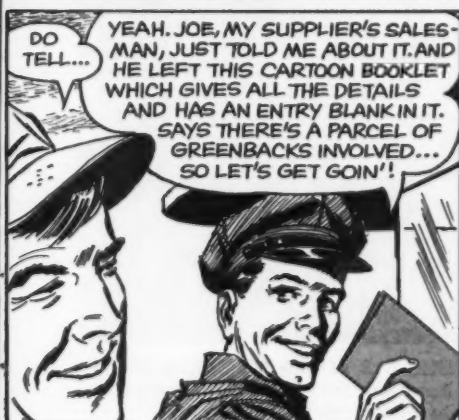
Indoor testing of cars and light trucks under road-load conditions is permitted with a development in its line of safety test and correction equipment announced by Bear Mfg. Co., Rock Island, Ill.

The Bear "loaded" Autorol is reportedly simple to erect either as a rack or pit installation. A movable



test tower, containing a speed check meter, engine load gauge, hydraulic pressure gauge, gasoline flow gauge, hydraulic pump handle and knob for simplified load control, serves as a control center for Autorol and load unit.

Want more info? Use coupon on page 107 and you will get it! (More New Products on page 130)



### HAVE FUN!

## Win up to \$1000!

### ENTER THE CHICAGO RAWHIDE

**"COMPLETE-THE-STRIP" CONTEST!**

GET THIS CARTOON BOOKLET WITH THE ENTRY BLANK IN IT FROM A  $\frac{5}{8}$  SUPPLIER SALESMAN TODAY. OR IF YOU ARE VISITING HIS STORE PICK ONE UP FROM HIS COUNTER WHERE IT IS ON DISPLAY. CHICAGO RAWHIDE WILL ALSO SEND ONE TO YOU IF DESIRED. WRITE TO CHICAGO RAWHIDE, SERVICE SALES DIVISION, ELGIN, ILLINOIS

NOTE: YOUR JOBBING SALESMAN IS CARRYING A SUPPLY OF ENTRY FORMS, TOO. ASK HIM FOR AS MANY AS YOU NEED...OR WRITE US DIRECT, SERVICE SALES DIVISION, CHICAGO, RAWHIDE MFG. CO., ELGIN, ILLINOIS.



# Wherever performance really counts—

*Experts in every field choose Champions—for dependability, power and performance! You've made them the favorite replacement spark plug. But did you know how completely experts in other fields agree with your choice? These photos—from Champion's current ads in magazines like LIFE, POST, LOOK, and READER'S DIGEST—give some examples.*



**CAR MAKERS** — Over twice as many car makers (including Rolls Royce) specify Champions — 36 different makes in all!



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# the experts pick Champion spark plugs!



**INDIANAPOLIS "500"**—The big Indy track is the world's toughest proving ground—and 8 of the last 9 winners used Champions!



**FIRE ENGINES**—Customers want fast, sure starts? Tell them that's one reason all major fire engine makers use Champions.



**AIRLINES**—98% of the world's airlines use Champions—because airlines demand quality, dependability and performance!



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SPARK PLUGS

Engineered for every car  
built by Ford, General Motors,  
Chrysler, American Motors,  
Studebaker-Packard, and  
every major foreign maker!



CHAMPION SPARK PLUG COMPANY • TOLEDO 1, OHIO

## More New Products

(Continued from page 127)

### 768—Wrecker

"400" wrecker, a small, compact unit designed for light pickup and towing in congested areas, featuring improved controls and a reverse gear box as an option extra to simplify operation, has been announced by Ernest Holmes Co., 2505 East 43rd St., Chattanooga 7, Tenn.

Addition of reversible gear box incorporates into a small, 3-ton unit most of the operating advantages to be had in larger, more expensive

wrecker models, according to the company. Control system enables operator to quickly engage power take-off from inside the cab, it was claimed, and immediately puts wrecker under full power of the engine for the hook-up and recovery, with no clutches to operate. Load may be raised or lowered by pushing control handle forward or backward. The dual rear-end controls permit user to operate wrecker from either side. This feature, plus a single rear-end throttle attachment, enables operator to accurately control speed of recovery. Wrecker is power-operated and has a rated capacity of 3 tons. Frame is low in height and, when mounted on a light truck with short turning radius,

can safely make sharp turns into on-the-street doorways or up and down winding ramps, the manufacturer said. Unit can be mounted on almost any pickup truck with a 4-speed transmission.

Want more info? Use coupon on page 107 and you will get it!

### 769—Infrared Heat Unit

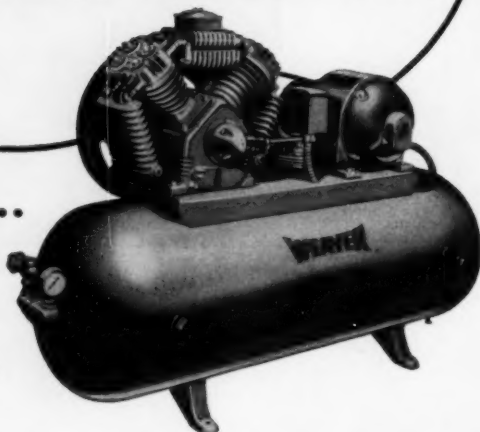
A low-cost portable infrared unit with adequate overhang to handle such paint baking jobs as fenders, doors, hoods, tops and rear decks has been introduced by Fostoria Pressed Steel Corp., Fostoria, Ohio.

Radiant area, 44" x 66", is said to be easily adjustable to conform to car

## FOR LOW-COST AIR... Choose from 47 models of **WEAVER** **AIR COMPRESSORS**

### YOU'LL GET...

- high efficiency
- long, trouble-free service
- more air for the money



Whether you need air for a single tire line or a full complement of air-operated equipment, you'll find the exact compressor to suit your need in the extensive Weaver line. It includes models ranging from 1/2 h.p. to 25 h.p., electric or gas driven, single stage and 2 stage, with vertical or horizontal tank.

All Weaver Compressors are built to highest standards of quality to as-

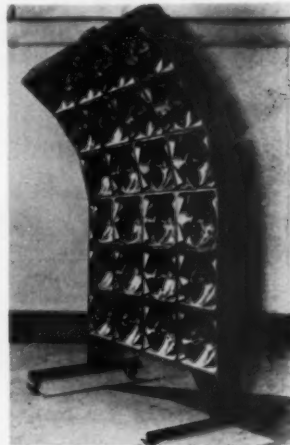
sure you of maximum air output for your power expenditure . . . minimum maintenance . . . and extra years of service. They operate smoothly and quietly, and are cool running.

Full specifications on every model in the line, along with helpful information on selecting a compressor, and tips on installation and maintenance are all contained in a fully illustrated free catalog. SAJ-734. Write for your copy today!

## **WEAVER** SERVICE SHOP EQUIPMENT

Weaver Manufacturing Co., Springfield, Illinois, U.S.A.

Complete line includes: Twin Post Lifts . . . Triple Post Lifts . . . Single Post Roll-on, Free-Wheel and Frame Type Lifts . . . Unit Lifts . . . Bumper Lift . . . Car Washers . . . Wheel Alignment Equipment . . . Headlight Testers . . . Brake Testers . . . Wheel Balancing Equipment . . . Jacks . . . Wheel Dollies . . . and Air Compressors.



contours. Each unit uses 24 G-30 250-watt lamps and has total connected load of only 4.2 kilowatts. Two or more units can be combined for complete paint jobs. The units feature high-specular gold reflectors, which reportedly prevent costly overheating.

Want more info? Use coupon on page 107 and you will get it!

### 770—Warning Light

Changes and improvements in its 360° "Hi-Ball" revolving warning light to include a 150cp bulb of improved design for either 6- or 12-volt operation, have been announced by Tripe Mfg. Co., 133 N. Jefferson St., Chicago 6, Ill.

An accurate aluminum parabolic reflector added to the assembly contributes further brilliance.

Want more info? Use coupon on page 107 and you will get it!



See Your Nearest  
**DIXISTEEL**  
Building Dealer

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PHONE: GArden 4-4091  
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**Tallahassee**  
J. H. Dowling & Son  
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**Tampa**  
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PHONE: RE. 7-2072

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PHONE: TRinity 5-3441

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Steel Builders Inc.  
Old Cusseta Road  
PHONE: FA. 4-2452

**Macon**  
Dixie Metal Co.  
2014 Riverside Drive  
PHONE: SH. 3-7437

**Newnan**  
Newnan Steel Bldg. Co.  
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PHONE: ALPina 3-3364

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PHONE: 4565

**Waycross**  
Business, Inc.  
410 Alice Street  
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struction Co.  
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**Jackson**  
Hubert M. Owen  
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**Johnson City**  
J. E. Green Co.  
Division St.  
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**Knoxville**  
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John Cassidy Const. Co.  
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This **DIXISTEEL** Building  
**COST ONLY \$3.32 A SQUARE FOOT**  
Complete with air conditioning



\$1.46 a sq. ft. for this 25,200 sq. ft. warehouse, including all accessories



\$4.00 a sq. ft. for this 6,000 sq. ft. warehouse and air-conditioned office.



\$2.00 a sq. ft. for this 10,000 sq. ft. hanger, including expensive hanger doors at each end

This 7,000 sq. ft. warehouse and 450 sq. ft. office of the Benton Bros. Drayage & Storage Co., Brunswick, Georgia, was completed in 40 days at a total cost of only \$3.32 a square foot. This included a reinforced concrete floor 42" above ground level; two 10' x 20' canopies; three overhead doors; all heating, wiring and plumbing, including three toilets and shower; insulated, air-conditioned office with brick side-walls; painting.

The Benton building is typical of the hundreds of DIXISTEEL Buildings erected throughout the South—some for as little as \$1.25 a square foot.

There is a DIXISTEEL Building to suit your needs—from the smallest, to large, clear-span multiple units covering any area desired.

Contact your nearest DIXISTEEL Building dealer or write for descriptive literature and details.

- Eight standard widths—30' 40' 50' 60' 70' 80' 90' 100'
- Lengths can be any multiple of standard 20' unit
- Sidewall heights 10' 12' 14' 20'
- Multiple units of virtually any width, height, length

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Steel Building Division

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### 771—Tire, Leather Cleaner

White Tire Cleaner and Leather Cleaner in aerosol containers have been announced by The Las-Stik Mfg. Co., Wayne & B Sts., Hamilton, O.

Also available in conventional cans with built-in sprayer, tire cleaner is said to penetrate dirt, grease, grime, road stains, oil and curbed-in dirt. One 16-oz. can reportedly has capacity for cleaning up to 60 tires. Leather cleaner is a compound of bland ingredients that clean leather trim and upholstery and also all types of imitation leather, vinyls and plastics. Both products are offered in large containers for garage and service station use, as well as in the

standard and economy sizes for automobile owners.

Want more info? Use coupon on page 107 and you will get it!

### 772—Open-End Wrench

"Nutmaster" open-end wrench announced by Blackhawk, which reportedly applies its turning forces only on the flat faces of nut or bolt head, has been introduced by The New Britain Machine Co., New Britain, Conn.

Wrench grips at 4 places on the flat portions, making it possible to turn even badly worn nuts and bolts, it was claimed. It is lighter, less bulky and has a slimmer head than conven-



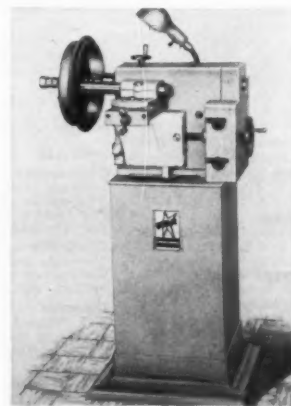
tional wrenches, the manufacturer said. Positive grip reportedly reduces slippage and skinned knuckles.

Want more info? Use coupon on page 107 and you will get it!

### 773—Brake Drum Lathe

"Tru-Matic" brake drum lathe, which reportedly permits operator to quickly place boring bar and tool bit in cutting position within the drum, eliminating excessive hand cranking, has been announced by Star Machine and Tool Co., 201 Sixth St., S. E., Minneapolis, Minn.

Outstanding features claimed include fastest drum-turning time with



infinite spindle speeds of 75 through 150rpm which can be adjusted without stopping cutting operation; dual cross-feed selection; automatic shut-off and over 40 square inches of spindle bearing surface, plus rugged cast iron and steel fabricated bases. Standard equipment includes 1/2hp motor, all necessary radii cones and adapters for passenger cars and light trucks. Optional equipment includes 1/2hp motor, truck arbors and adapters. Sizes of drums handled are 6" through 24" diameter, 7" deep.

Want more info? Use coupon on page 107 and you will get it!

### 774—Shock Fluid

Containing an anti-rust and anti-oxidation agent, "X-300" shock absorber fluid, said to be less affected by extreme changes in temperature than any other, has been introduced by The Gabriel Co., 1148 Euclid Ave., Cleveland 15, O.

Want more info? Use coupon on page 107 and you will get it!

## DOWN TIME ABOLISHED!\*

\* Except for belt trouble.

### WITH CHAMPION'S NEW OIL MONITOR

A micro switch stops the compressor from starting a new cycle unless enough oil is in compressor crankcase.

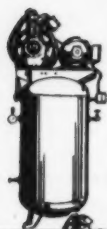


FOUND ONLY ON  
**CHAMPION**  
COMPRESSORS

Champion air compressors, available from 1/4 to 20 hp., gasoline or electric powered. Slow speed means thermal efficiency — domed pistons, valves of Swedish razor blade steel.

### NEW! Challenger

Champion introduces the "Challenger" line of newly designed compressors, priced in the lower range yet having many famous Champion features. Available from 5.1 to 12.25 cfm. displacement. Write today for full details!



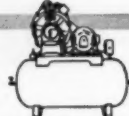
Single-Stage Automatic Compressor



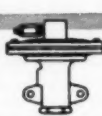
Self-Lubricating Car Washer



Air Hose Reels



Single & Two-Stage Automatic Compressors



Automatic Tank Drain

# CHAMPION

PNEUMATIC MACHINERY CO.

810 North Pleasant Street • Princeton, Illinois

## 775—Brake Drum Gauges

Precision arc gauges for checking brake lining and drums, packaged in a set of 3 for 10", 11" and 12" standard diameters, have been announced by Barrett Equipment Co., 2101 Cass Ave., St. Louis 6, Mo.

Inner surface checks are ground on new lining. Gauge can be used for



checking worn shoes to determine need for either standard or oversize lining, and is said to be ideal for checking accuracy of bench radius grinders. Outer surface checks drums to determine need for standard or oversize lining.

Want more info? Use coupon on page 107 and you will get it!

## 776—Battery Line

Available in all popular group sizes in either wet- or dry-charged models, the "Supermaster" line has been introduced by Willard Storage Battery Division, Box 6266, Cleveland 1, Ohio.



Outstanding battery features include rubber container, rubber insulation, GOX oxides, silver-metalex grid alloys and high-ampere-hour capacity.

Want more info? Use coupon on page 107 and you will get it!

## 777—Molded Door Gasket

An additional Dor-Tite universal molded door gasket for late-model cars has been announced by Durkee-Atwood Co., Minneapolis 13, Minn.

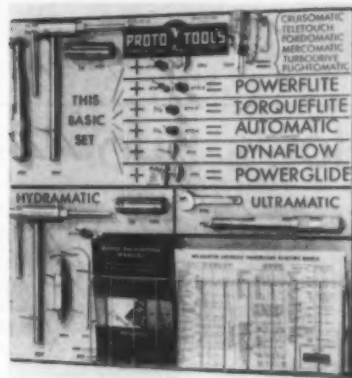
The gasket has dry back adhesive coating on the two base edges and requires activation with Durkee-Atwood adhesive for permanent installation. It is packaged in 7½' rolls and in 50' shop-size rolls in dispenser-type cartons.

Want more info? Use coupon on page 107 and you will get it!

## 778—Band-Adjusting Set

Designed to provide any shop with everything it needs for quick, sure band adjusting on any automatic transmission, "No. 2350" band-adjusting set, with tools, manual and specifications chart, all in a metal box, has been introduced by Proto Tool Co., 2209 Santa Fe Ave., Los Angeles, Calif.

Display panel "No. 23" shows exactly what tools are necessary for



each transmission and includes illustrated manual describing "Proto Method," plus chart of factory-recommended specifications.

Want more info? Use coupon on page 107 and you will get it!

# A 30 SECOND TEST

1. Do the switches and electrical connectors on your vehicle have a low voltage drop to supply proper lamp illumination?
2. Were the switches on your vehicle built to S.A.E. and National Association of Boat and Engine Manufacturers' standards?
3. Are the switches you propose to buy guaranteed and individually tested?
4. Are you judging the product for its true value rather than by its outside appearance and packaging?

Yes	No	Don't Know
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<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**YOU** CAN ANSWER "YES" TO ALL OF THESE QUESTIONS IF YOU USE COLE-HERSEE QUALITY SWITCHES AND CONNECTORS.

Cole-Hersee units are well cataloged, warehoused and internationally distributed by reputable outlets for your service.

Send us the name of your jobber with catalog request for your particular field.



### 779—Truck Turn Indicator

A separate "pull-out" disability lever that flashes from two to six lights simultaneously when used with Tung-Sol's heavy-duty flasher is a feature of the Turnflex switch introduced by Yankee Metal Products Corp., Norwalk, Conn. It has report-



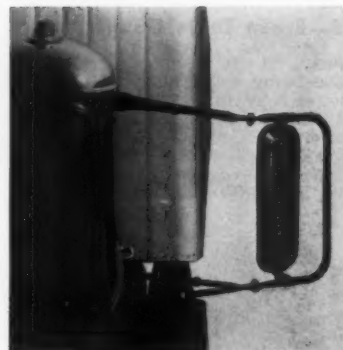
edly completed a million-cycle test in good working order.

Switch is mounted by stainless steel strap that is part of switch housing, which is finished in blue-white chrome. The signal is available in the four-wire, four-lamp No. 730 and the seven-wire No. 736 switch that, when used with double contact rear lamps, acts as stop, tail, turn signal and emergency disability flasher light.

Want more info? Use coupon on page 107 and you will get it!

### 780—Swing-Arm Mirror

Horizontal and vertical adjustment is featured on the Swing-Away mirror, which has been announced by



Arrow Safety Device Co., Georgetown, Del.

Arm has 360° swing and extends from 14 7/32" to 24 7/32". Positive locking nuts maintain any position. Mirror's special shape is said to reduce vibration and shock and prevents condensation on mirror. It measures 6 7/16" x 16", with 1/4" plate glass.

Want more info? Use coupon on page 107 and you will get it!

### 781—Battery Line

A line of batteries in three grades—premium, standard and economy—with grade identification established by color differences in the trim and the plastic, non-spitting vent caps, have been announced by Exide Automotive Division, P. O. Box 6266, Cleveland 1, O.

Line features patented grid alloys and superfine active material for



longer service life, it was claimed, offering containers made of lightweight, rugged, high-impact resin rubber and submerged intercell connectors to eliminate power leakage. Plate uniformity is controlled to closest tolerances, the manufacturer said. All three grades are available wet or dry charged with electrolyte furnished.

Want more info? Use coupon on page 107 and you will get it!

### 782—Paper Filters

Its "Microlite"-treated paper line of lube, fuel and air filters has been announced by J. A. Baldwin Mfg. Co., Air Base, Kearney, Neb.

The manufacturer claims its "petal pattern"-pleated, full-flow lube oil filters will keep the most highly detergent oil both visibly and chemically clean, under reasonable conditions.

Want more info? Use coupon on page 107 and you will get it!

## JOE'S SHOP —

by GRAHAM HUNTER

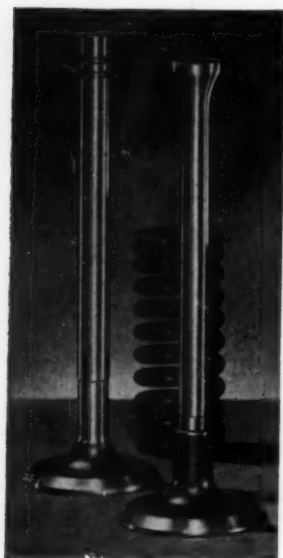


"YOU MUST TRUST JOE, MABELLE — IF HE SAID HE'LL FIX IT, HE'LL FIX IT!"

motor jobs turn out sweeter when you install...

## Manley airchrome valves and springs

Manley Valve Corporation, 15th St. & Fairmount Ave., Philadelphia 30, Pa. Supplier to leading original equipment manufacturers. District Sales Representatives: Hirsig-Brantley Co., Jacksonville; J. S. Connell Co., Dallas.



### 783—Alignment Aids

Four models of "Model 127" wheel adapter, said to grip entire inner-rim of wheel "bulldog-tight" in a matter of seconds, plus its toe-mirror "Lite-A-Line" wheel-aligner models, which reportedly eliminate conventional toe gauge, have been introduced by Hunter Engineering Co., Hunter Ave. and Ladue Road, St. Louis 24, Mo.

The company has also announced its "Economy Tune-In" wheel bal-



ancer (shown here), de luxe and heavy-duty truck and bus "Tune-In" wheel-balancers, "Lev-L-Lite" headlight-aimer set, with intensity-meter and merchandising storage-rack, and popular size package assortments of "X-Act" wheel weights and alignment shims, among others.

Want more info? Use coupon on page 107 and you will get it!

### 784—Brake Parts Catalog

An 88-page brake parts catalog, "Hydraulic Catalog 26 H," describing its line has been introduced by Eis Automotive Corp., Middletown, Conn.

Included are complete product and chart number indices and a listing of warehouses carrying Eis items. Information on master and wheel cylinders, repair kits, Stoplite switches, hoses, service tools and brake fluid is also featured.

Want more info? Use coupon on page 107 and you will get it!

### 785—Pencil Gauges

"Nylon" bar pencil gauges, featuring a patented improvement reportedly designed to increase service life, in 4 models with calibrations ranging from 2 to 120 lbs., for accurately checking air lift air springs, and industrial, barrel- and bag-type tires, have been introduced by Milton Mfg. Co., Inc., 1900-04 W. Hubbard St., Chicago 22, Ill.

Want more info? Use coupon on page 107 and you will get it!

### 786—Transmission Jack

"Model 700 VW" hydraulic jack, designed specifically for removing and installing Volkswagen and Porsche engines and transmissions, has been introduced by Edmund J. Wudel Mfg. Co., 6082 Ferguson Drive, Los Angeles 22, Calif.

With the car on stands or a dolly and skirt and rear bumper raised 30" from the floor, jack reportedly provides easy withdrawal of the engine



on the lowered jack. In high position, jack can be raised to 30".

Want more info? Use coupon on page 107 and you will get it!

### 787—Overdrive System

Its generator overdrive system, said to assure peak generator performance and constant battery charge for all types of automotive vehicles—even at curb idle with all accessories operating simultaneously—has been introduced by Consolidated General Products, P. O. Box 7425, Houston 8, Texas.

Economical in cost, "Gen-O-Drive" works by instantly increasing generator rotation when the engine is idling or running at low speed, the manufacturer said. As engine speed increases, it automatically returns generator to normal operating rate.

Want more info? Use coupon on page 107 and you will get it!

## NEW! A SINGLE TYPE "A" FLUID FOR ALL CARS INCLUDING '59s

**Flare**  
*Liqui-matic*  
TYPE "A"  
**AUTOMATIC TRANSMISSION FLUID**

For all automatic transmissions and power steering units on cars, trucks, buses and off-the-highway equipment.



DESIGNED FOR THE '59s... this specialized formula protects every automatic transmission! Quick, easy way to service profits every day. Protect your customers with the finest... Flare Liqui-matic Type "A"... the service-profit builder for you.



**FREE**

**WALL CHART**

Bold, easy-to-read figures show transmission capacities for all cars of all years. Make servicing quick, accurate, easy!

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RUSH OUR FREE WALL CHART and details on Flare Liqui-matic Type "A"

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CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_  
INDIVIDUAL & TITLE \_\_\_\_\_  
MY JOBBER IS \_\_\_\_\_



## 788—Paint Spray Outfit

Painters have complete freedom of movement while at work with the "Steady-Grip," a portable spray paint outfit introduced by Binks Mfg. Co., 3122 Carroll Ave., Chicago, Ill.

It has a two-quart pressure cup separated from the spray gun. Since there is no heavy cup to hinder movement, the company said, difficult surfaces can be sprayed more quickly. Paint drip from vent holes is also eliminated. The outfit includes air and material regulators. Pressure settings do away with runs, sags and dusty finishes.

Want more info? Use coupon on page 107 and you will get it!



## 789—Hoist Manual

Results of tests in which 1959 cars were lifted on every standard type of hoist have been published in a lifting test manual by Globe Hoist Co., E. Mermaid Lane at Queen St., Philadelphia 18, Pa. This manual is available to hoist users.

Charts show proper method of positioning vehicle for quick lifting. The correct position of jacks or pickup pads is shown to contact the vehicle at the manufacturers' recommended support points underneath the chassis.

Want more info? Use coupon on page 107 and you will get it!

## 790—Mobile Brake Shop

"Heavy-duty" mobile brake shop to handle passenger cars, light trucks and most medium truck work has been announced by Ammco Tools, Inc., 2100 Commonwealth, North Chicago, Ill.

Included in the "No. 20" is the "Model 2000 Safe-Turn" brake drum



lathe, "Model 2000 Safe-Arc" brake shoe grinder and other accessories, plus metal storage board and large 3-color merchandising sign. Bench can be moved with "fingertip control" to allow work anywhere. Shelf space is provided below and work space above on the masonite-covered top.

Want more info? Use coupon on page 107 and you will get it!

## 791—Transmission Handler

"Model 2300" transmission handler for lifting, lowering and positioning heavy transmissions under garage car-lifts or hoists, with a rated capacity of 1,000 lbs., has been announced by Auto Specialties Mfg. Co., Inc., 643 Graves St., St. Joseph, Mich.

All working parts of the lifting mechanism move on ball bearings, assuring smooth, easy operation, it was claimed. Positioning adapter fits all transmissions and tilts 65° forward to permit transmission housing to clear frame cross members when lowering transmission. Side tilt of 15° and rear tilt of 7° control matching of dowel pins and bolt holes. Automatic lowering is controlled by foot-pedal release. Four base legs with swiveling caster wheels protect against tipping.

Want more info? Use coupon on page 107 and you will get it!

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Here's BIG news to help you increase your volume on engine and parts cleaning — "Be a GUNK-spert"! Every car and truck you service deserves the fast, thorough degreasing action of GUNK.® No other solvent is more effective; better known.

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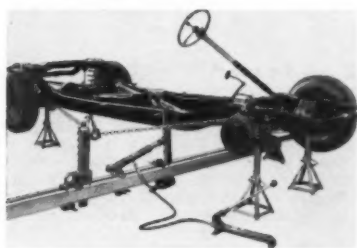
serving the Midwest and Southwest

**RADIATOR SPECIALTY CO., Charlotte, No. Carolina**

serving the East, Southeast and far West

## 792—Portable Frame Tools

"Model 1621" portable frame tools, said to be ideally suited for shops having limited space and for auxiliary equipment to supplement larger frame straighteners, have been announced by John Bean Division, Food Machinery and Chemical Corp., Box 840, Lansing 4, Mich.



Most frame corrections reportedly can be completed with the unit in a minimum of time. "Model 1615" body tool assortment can be added to give unit more versatility, the manufacturer said.

Want more info? Use coupon on page 107 and you will get it!

## 793—Transmission Protector

"Smooth-Seal," a Casite product of Hastings Mfg. Co., Hastings, Mich., has been introduced as a formula to stop leak, jerks and roughness in automatic transmissions.

It keeps automatic transmission seals pliable, preventing and stopping leaks due to shrinkage or hardening of the seals. The product reportedly stabilizes the transmission fluid and cleans and frees valves so that shifting is smoother and operation quieter.

Want more info? Use coupon on page 107 and you will get it!

## 794—Brake Lining

"Fused-Met" brake lining containing Oxine #7, available in both drilled sets and bonding segments, has been announced by Russell Mfg. Co., Middletown, Conn.

Product is a metalized brake lining tempered and conditioned at temperatures closely approaching those encountered in actual use. Fade has been reduced to a minimum.

Want more info? Use coupon on page 107 and you will get it!

## 795—Brighter Headlamp

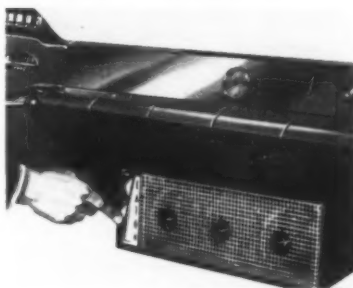
Nearly twice the usual brightness of headlamps on lower beam without battery drain increase is available with headlamps announced by Lamp Division, Westinghouse Electric Corp., Bloomfield, N. J.

"Town and Country" Safe-T-Beam lamp also features an improved beam pattern, according to the manufacturer. This pattern gives more light on right side of road to see beyond oncoming automobiles in the critical 75' to 200' seeing zone.

Want more info? Use coupon on page 107 and you will get it!

## 796—Air-Conditioning Unit

Smaller than conventional models and designed for under-the-dash-board installation, an air-conditioning unit has been introduced to the aftermarket by Heater Division, Eaton Mfg. Co., Cleveland 10, Ohio.



Among its features are plastic front panel, the full-range control of air volume, thermostatic temperature control and magnetic compressor drive.

Want more info? Use coupon on page 107 and you will get it!

## 797—Pressure Bleeder

Brake fluid is conserved and low-pressure leaks are detected with a heavy-duty pressure bleeder for servicing hydraulic brake systems. This caster-mounted unit has been introduced by Eis Automotive Corp., Middletown, Conn.

Use of the device eliminates pedal pumping. Included on the bleeder are a needle valve shut-off, automatic air-pressure safety valve and an auto-

matic fluid level control switch. A 7", grease-proof, neoprene-covered hose is standard equipment.

Want more info? Use coupon on page 107 and you will get it!

## 798—Tow Hitch

"3 in 1" tow hitch, tow bar, tow saddle and tow cradle, all of which are interchangeable and reportedly require only a minute to change, have been introduced by Weld-Built Body Co., 59-03 Preston Court, Brooklyn 34, N. Y.

With the combination, it is possible to lift all cars and trucks, it was claimed. Chief features of the device are the elimination of all backlash, jerking, chrome scratching and dented grilles and hoods, the manufacturer said.

Want more info? Use coupon on page 107 and you will get it!

## 799—Pre-Set Hoist

Mechanics can pre-set the position of the swivel arms and sliding contact pads to proper undercar lifting pattern before raising the vehicle with the Continental model Frame-Kontakt hoist introduced by Globe Hoist Co., E. Mermaid Lane at Queen St., Philadelphia 18, Pa.

The hoist superstructure consists of four 31" x 8" x 1 1/2" swivel arms attached by a tongue-in-groove swivel connection to the cross member. A sectionalized contact pad may be moved along a graduated scale on the swivel member. Hoists are available in single- or two-post types with lift capacity of 8,000 pounds.

Want more info? Use coupon on page 107 and you will get it!



## RAJAH PAT. HAND CRIMPING TOOL



**NOTE—The simplicity of this Tool  
It strips and also crimps Rajah Terminals to  
Ignition Cable**

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**STICK-N-SEAL  
ASSEMBLY  
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Outstanding initial tackiness lets you get going on actual assembly work without waiting. Plus typical Permatex super-quality features!

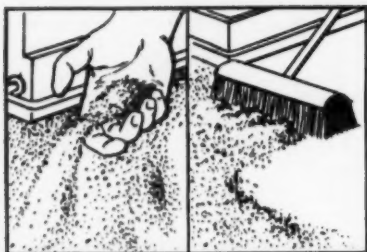
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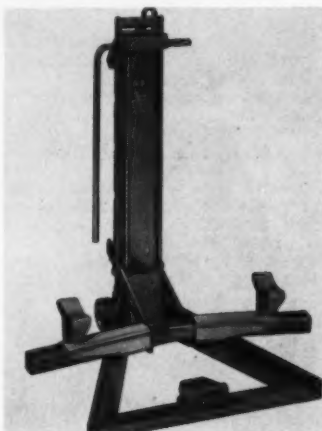
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Type of Business \_\_\_\_\_

## 800—One-End Lift

Bumper clearance from 9½" to 15" is provided by a one-end 1½-ton hydraulic lift with a wide-angle, V-type lifting beam. The lift, "No. 99," has been introduced by Walker Mfg. Co. of Wisconsin, Racine, Wis.

The "99" saddles rotate in a full circle—adjust from 24" to 43" and



may be reversed for minimum spread of 8"—to give firm contact on any car. Twin safety locks afford extra protection to load and operator against accidental lowering.

Want more info? Use coupon on page 107 and you will get it!

## 801—Core Plugs

Disc-type core plugs, which reportedly can be easily installed in a few minutes—even in hard-to-get-at core holes—without special tools, have been announced by Anchor Seal Products, Fort Dodge, Iowa.

Each plug makes a positive seal to prevent coolant from leaking out of cylinder block, it was claimed. Positive nut and bolt pressure between plug and steel anchor inside block reportedly prevents plug from blowing out or coming loose with vibration. Plugs can be removed easily for cleaning water jacket. They are available in 9 sizes, from 1 3/16" to 2 1/16" diameter, to fit most popular sizes in cars, trucks, tractors and stationary engines.

Want more info? Use coupon on page 107 and you will get it!

## 802—Clearance, Marker Lights

"260" series of clearance and marker lights, featuring a die-cast housing, corrosion-resistant body and socket with rubber contact plug, has been introduced by Grote Mfg. Co., Lafayette & Grandview, Bellevue, Ky.

One basic body serves for both flat and curved installations by the interchanging of mounting pads. Rapid bulb replacement is possible since a single screw removes the lens.

Want more info? Use coupon on page 107 and you will get it!

## 803—Engine Cleaners

Additional additives have been introduced to the line of Pyroll Co., Inc., La Crosse, Wis.

"RX-1" is a 30-minute purge and carburetor cleaner said to clean upper and lower engine and the fuel system. "RX-2" is for worn motors, stopping oil burning and providing oil film protection for piston and cylinder walls. "RX-3" stops leaks and lubricates automatic transmissions. It revitalizes old seals, and reduces gear and bearing wear, it was reported.

Want more info? Use coupon on page 107 and you will get it!

## 804—Sander

Used to finish sanding of prime coats, surfacer and old finishes to remove road film, oxidized paint or gloss, prior to repainting with lacquers, enamels or acrylics, its dual-action, "Model DA" sander has been announced by National-Detroit, Inc., 2810 Auburn St., Box 398, Rockford, Ill.

Requiring only 55 lbs. of air pressure for dual-action sanding, the tool can be used on either curved or flat work, sanding flush to right angle surfaces. It weighs less than 4 lbs. and is 4½" high. Standard equipment includes speed control regulator built into the air valve to provide instant control.

Want more info? Use coupon on page 107 and you will get it!

## 805—Gasoline Filter

A space-saving ceramic and magnetic gasoline filter, designed for installation directly into the fuel line of any automobile or inboard marine engine, or outboard motors with auxiliary tanks, has been announced by Carter Carburetor Division of ACF Industries, Inc., 2840 N. Spring Ave., St. Louis 7, Mo.

Although the in-the-line filter requires little space in the engine



compartment because of its cigar shape, it performs the complete filtering function, it was claimed, ridding the fuel of harmful dirt and iron oxide particles. Should filter become clogged, a built-in bypass pressure relief valve allows passage of sufficient gasoline to run the engine until disposable filter can be replaced. The 40-micron fine-texture filter reportedly allows filtering in "depth" rather than only on surface area, while a magnetic trap catches otherwise unfilterable iron particles.

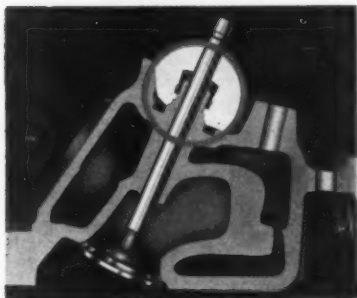
Want more info? Use coupon on page 107 and you will get it!



### 806—Valve Seals

Valve guide oil losses are reportedly stopped with valve seals by Perfect Circle Corp., Hagerstown, Ind.

These seals are designed to keep air and oil above valve guides from pass-



ing through stem-to-guide clearances and down to combustion chamber or exhaust manifold. Seal consists of an insert, jacket and snap ring. The insert exerts contractive force on valve stem, preventing passage of air or oil between it and guide. The jacket fits tightly on valve guide and prevents oil seepage between insert and valve guide. Installation is reportedly simple and service life is said to be equal to that of piston rings.

Want more info? Use coupon on page 107 and you will get it!

### 807—Electrical Equipment

Electric drills, polishers, belt sanders and a low-priced, heavy-duty vacuum cleaner have been announced by Black & Decker Mfg. Co., Towson 4, Md.

Included in the drill assortment is a 3/4" model, said to be ideal for light automotive work, service trades and general repair operations, plus a 1/2" special drill that features greater torque, less weight and more power than previous comparative models, the manufacturer said. The dustless model belt sander attaches to any vacuum cleaner for body repair operations. Also the company claims its all-new, heavy-duty vacuum cleaner is 200% quieter than comparable units on the market.

Want more info? Use coupon on page 107 and you will get it!

### 808—Auto Body Filler

A polyester resin auto body filler, "R-P" Bondo, has been introduced by Jaycee Chemical Corp., Northford, Conn.

It is said to be flexible and easy to mix. Once applied, product starts to harden from the inside, giving a firm bond. The patch hardens at room temperature without heat lamps. Patch set time can be varied by changing the amount of catalyst powder used. Finished patches can be filed or sanded as late as 24 hours after initial setting.

Want more info? Use coupon on page 107 and you will get it!

### 809—Trunk Drain Kit

Its "No. 727" trunk drain kit, for installation at forward corner of trunk gutter on 1959 Chevrolets, has been introduced by Houser Engineering & Mfg., Inc., Bluffton, Ind.

Providing 2 each of special brass



drain fittings, kit includes rubber washers, steel washers and nuts, ample rubber tubing to drain both corners and complete instructions.

Want more info? Use coupon on page 107 and you will get it!

### 810—Air Brake Accessories

"Vis-O-Rama" plastic drawer fitting stock, air brake hose and fittings and Freon hose and reusable couplings (pictured) for automotive air-conditioning systems, plus tubing and service tools, have been introduced by The Imperial Brass Mfg. Co., 6300 W. Howard St., Chicago, Ill.



Tools include a tube cutter with increased size range and the "Flater Blower"—a combination air nozzle and air chuck which both blows and inflates.

Want more info? Use coupon on page 107 and you will get it!

### 811—Bushing Kits

Propeller shaft bushing kits, which reportedly permit complete change on Chevrolet passenger-car and truck installations in less than an hour—two numbers handling almost all jobs—have been announced by O.E.M. Products, 2342 N. Cicero Ave., Chicago 39, Ill.

"No. 1408" fits 1940-50 models of passenger cars, 1/2-ton trucks and GMC 1/2- and 3/4-ton trucks, while "No. 1511" fits 1951-54 models. Driver tool "No. 2010" is used with these kits to assemble them into the drive shaft housing, according to the manufacturer.

Want more info? Use coupon on page 107 and you will get it!

### 812—Portable Jack

Completely portable and fully air-operated, its "Model AL-35" 1 1/2-ton capacity jack with expandable saddle forks to assure proper axle or frame contact has been announced by Hein-Werner Corp., 1200 National Ave., Waukesha, Wis.

Conveniently located positive control valves guide raising of either front- or rear-ends, while low, flat design facilitates placement under vehicle. Safety-valve equipped, jack rolls easily on large, free-turning malleable wheels.

Want more info? Use coupon on page 107 and you will get it!

## DEPENDABLE BATTERIES

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Automotive, Marine, Motorcycle, Aircraft.

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**HANDY  
SEALANT  
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...MADE FOR THE PROFESSIONAL!



Stops waste... goes on evenly and neatly. No leaks, spills. Designed for Permatex Super "300" and Aviation Form-A-Gasket and Stick-N-Seal.

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### 813—One-Piece Point Sets

Full coverage for all Delco-Remy, Auto-Lite and Ford installations is provided by the one-piece Vent-O-



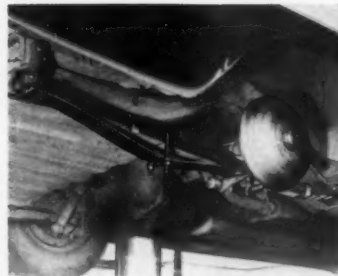
Lated points which have been announced by Kem Mfg. Co., Inc., Fair Lawn, N. J.

The one-piece construction reportedly affords faster and easier installation. Ventilated contacts offer better performance and longer service. Contact arm and tungsten surfaces are pre-assembled and aligned to drop easily into place in the distributor.

Want more info? Use coupon on page 107 and you will get it!

### 814—Booster Spring

Designed in one size to fit all new Chrysler Corp. cars, a cantilever booster spring which reportedly can



be installed in 5 minutes to increase carrying capacity up to 600 lbs. has been introduced by Laher Spring & Tire Corp., 26th & Magnolia Sts., Oakland 7, Calif.

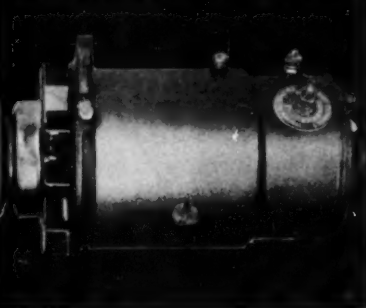
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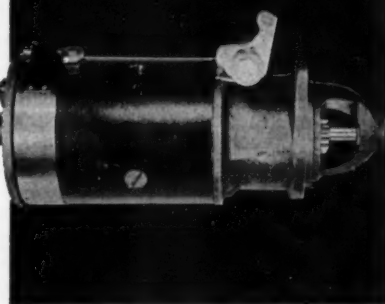
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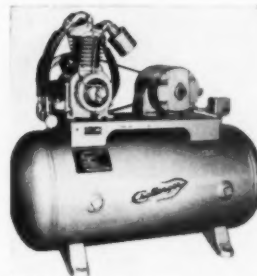
STARTER MOTORS	CLUTCH PLATES
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SHOCK ABSORBERS	WATER PUMPS
VOLTAGE REGULATORS	FUEL PUMPS
DISTRIBUTORS	CARBURETORS
CLUTCH PRESSURE ASSEMBLIES	

## STARTERS



### 815—Compressors

"Challenger" line of compressors, priced lower than its standard line, has been announced by Champion Pneumatic Machinery Co., 825 North Pleasant St., Princeton, Ill.



Available in the range of 1 to 3hp, with 5.1 to 12.25cfm displacement, the line incorporates exactly the same motors, switches, controls and tanks used in the more expensive line, according to the company.

Want more info? Use coupon on page 107 and you will get it!

### 816—Crankcase Concentrate

Engine noises, friction and wear are reportedly reduced with C-C-C, Casite heavy-duty crankcase concentrate with Barimen, which has been introduced by Hastings Mfg. Co., Hastings, Mich.

In the crankcase oil, C-C-C coats frictional surfaces to protect cylinder walls, rings, pistons, pins, bushings and bearings. It is said to keep engines clean and increase engine pep and horsepower.

Want more info? Use coupon on page 107 and you will get it!

### 817—Swinging Hook Jack

Fabricated of channel steel, finished with rust-resistant lacquer and equipped with a swinging hook that reaches far under bumpers of all cars, the No. 210 Bipod jack has been introduced by Vulcan Mfg. Co., Inc., Winona, Minn.

It has smooth ball-bearing action and is designed to fold compactly for storage in trunk. It lifts from a low hook position of 3" to 28½" with a reported capacity of 2,500 pounds.

Want more info? Use coupon on page 107 and you will get it!

# New station averages 75 belt sales a month with simple formula



Hare's Corner Texaco Service in New Castle, Delaware, has been in business less than two years, yet has sold well over 100 belts a month during Summer and Fall months, for a year-round average of 75 a month!

← George Adams, Operating Manager

George Adams, Operating Manager, gives this reason:

"We discovered a very good profit formula early in the game. We started checking the belts on every car that came into the station, and found we had a ready-made market. Apparently many car owners were dealing with stations that didn't check the belts regularly, and they appreciated the service we gave.

"Gates V-Belts are so well known they require no selling, and because of their perfect fit, take a minimum of time to install.

"The profit on Gates V-Belt sales is exceptionally good... the volume potential terrific."

A change-over to the Gates top-profit line takes no time at all (and you won't lose a penny on your present stocks). Simply phone your nearby Gates jobber, and he'll make the switch promptly.

The Gates Rubber Company • Denver, Colorado



World's Largest Maker of V-Belts



TPA-374

# Gates Vulco V-Belts



# JOE'S FILLER STATION

NOTES AND ANECDOTES TO FILL YOU IN ON FILLERS

## HOWDY!

Starting this month, I've decided to give the art boys at my ad agency a rest, and use this space to talk to my friends in the autobody shops. I'll speak "of many things . . . of cabbages and kings, and ships and sealing wax" . . . and autobody fillers.

Up to and including "sealing wax," I may not be the world's foremost authority; but on "plastic" autobody filler I take a back seat to no one; in this business you might say that I was standing on Plymouth Rock when the Mayflower sailed in!

I have no illusions about being a "columnist"; I don't expect to give Winchell or Sullivan any competition: all I intend to do is speak my mind and keep my customers up to date on UNICAN products . . . and anything new that might help them.

And if any of you have anything on your chest, I'll be glad to hear from you . . . pro or con!

## LOOK, MA—NO PARACHUTE!

When you contrive to drop an automobile from a helicopter at a height of 525 feet, there could be two reasons: Either you hate cars, or you're trying to prove a point.



Well, as the "grandpappy" of the plastic autobody filler business, and President of its leading organization, it's pretty obvious that I love automobiles. Considering how many thousands of autobody shops have used my fillers on so many hundreds of thousands of body jobs, I feel sort of "kin" to a lot of cars that are traipsing around the nation's highways.

So when I slung a car under a Whirlybird, hoisted it a half-thousand feet and let it drop, with a jolt equivalent to ploughing into a stone wall at 125 miles an hour, I must have been out to prove something! And I did!

You see, before the car set out for its flying rendezvous, it had been patched, sealed and otherwise mended in several spots with Plastik J-10, under normal, everyday shop conditions. After the drop we had autobody experts, under unimpeachable supervision, examine the areas that had been "Uncanned." (Note: The examiner in the photo is not an auto body expert, but I'm sure you would be interested in her lines!)

The car was practically demolished, but the mended areas showed absolutely no signs of chipping or cracking! Now, this result will be no surprise to our thousands of users across the country. Even though their own experiences are less dramatic, they have proved to themselves, time and time again, that our flexible, durable, yet easy-to-use "Plastik" Autobody fillers perform countless everyday miracles in repair-

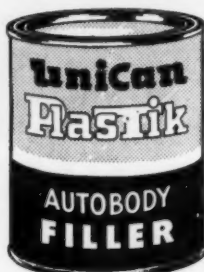
ing dents, cracks, holes — strongly and permanently!

You don't have to make your own helicopter test to prove that UNICAN "Plastik" is in a class by itself for easy use, versatility



and efficiency. If you don't want to take the word of your jobber (more jobbers sell UNICAN . . . and sell more UNICAN . . . than any competitive product!) then try it for yourself on a job . . . and let the results convince you!

## AND HERE'S THE NEWEST!



jobs. NON-TOXIC; no contamination, safe to use! And YOU set the working time, with 2 HARDENERS: the Standard for average work, the Booster for extra-fast setting!

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is the ideal filler you have been looking for . . . developed through exhaustive research, perfected in unremitting laboratory tests and performance studies, checked against every other technique and method. It is the ultimate triumph of the experience, efficiency and ethics of the UNICAN RESEARCH LABORATORIES!

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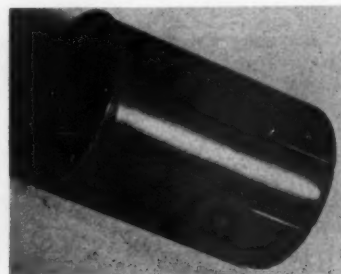
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CANADIAN PLANT • UNICAN PLASTICS, LIMITED, 241 DUBE AVENUE, MONTREAL EAST, PROV. OF QUE

## 818—Filter Bypass

Filter bypass located in the front-end of screw-on-type full-flow filter, said to stop the bypass of dirt and sludge back into the engine, has been introduced by Champion Laboratories, Inc., P. O. Box 189, West Salem, Ill.

With "Sludge Trapper" filter, oil cannot pass over the dirty filter element because the bypass valve is at



the front end of the filter, the manufacturer said. Device reportedly keeps all sludge and dirt in the filter so that only clean oil can get back into the engine.

Want more info? Use coupon on page 107 and you will get it!

## 819—Alarm Signal

A redesigned driveway signal, "No. 700," which has no relay, no transformer and no contact points to line up, has been introduced by Acme Air Appliance Co., Inc., 205 Newman St., Hackensack, N. J.

Induction coil, "No. 705," is replaceable and can be installed on the spot in a few minutes, it was claimed. Remainder of the mechanism is completely encased in plastic blocks for protection against the elements. Easily installed, signal may be mounted and plugged into any 110-volt outlet.

Want more info? Use coupon on page 107 and you will get it!

## 820—Electrical Equipment

A line of waterproof, non-breakable starter solenoids sheathed in a dense plastic coating of di-electric strength, switches, connectors, fuse and terminal blocks, plugs and sockets has been announced by Cole-Hersee Co., 20 Old Colony Ave., South Boston 27, Mass.

Also announced were a dual-switch voltage control unit which allows 12-volt tractor-trailer hook-ups without complicated adjustments and warning flashers for all vehicles of 6-, 12- and 24-DC volt types.

Want more info? Use coupon on page 107 and you will get it!

## 821—Marker Lamp

Featuring a "Pres-Tite" snap-in lens, "Model 227" armored clearance and marker lamp with formed rust-proof aluminum housing and flat-back surface, for mounting on 4½" by 2" weatherproof sealing pad without disassembling lens, has been introduced by The Grote Mfg. Co., Inc., Lafayette & Grandview, Bellevue, Ky.

Want more info? Use coupon on page 107 and you will get it!

### 822—Safety Flasher

Now being released through customary automotive outlets, a heavy-duty safety flasher, which flashes one to four 21cp bulbs singly or in unison, has been introduced by R. E. Dietz Co., 225 Wilkinson St., Syracuse, N. Y.

Said to be especially valuable for use on trucks, tow cars, fire engines, ambulances and police vehicles, flasher operating mechanism is suspended in rubber and hermetically sealed inside a heavy-gauge nickel-plated brass tube. In the event of flasher failure, warning lights will remain on as a constant red warning signal.

Want more info? Use coupon on page 107 and you will get it!

### 823—Garnish Molding

"Garnishields" garnish molding made of stainless steel for all '59 General Motors cars has been introduced by Auto Ventshade, Inc., 187 Courtland St., N. E., Atlanta, Ga.

Molding is custom-made to run the full length of the window and pro-



tect the upholstered window ledge against wear, weather and perspiration. It is made for both front and rear doors and is quickly installed by the insertion of two screws.

Want more info? Use coupon on page 107 and you will get it!

### 824—Contour Knife

A tempered spring-steel contour knife that automatically conforms to car body curves for shaping plastic filler has been introduced by Pratt Tool Corp., 10 East 49th St., New York 17, N. Y.

The patented tool adjusts automatically to any inside or outside curve, it was claimed, remaining curved for the duration of the job and immediately springing back to a straight line when adjusting nut is loosened. A rubber-lined holding edge provides a secure, comfortable grip for the hand. Excess filler on the blade may be removed in the usual way, or if allowed to dry, flexing the blade pops the filler off clean.

Want more info? Use coupon on page 107 and you will get it!

### 825—Engine Compartment Wires

Said to be suitable for continuous operation in temperatures up to 300°F., 5 engine compartment wires, which reportedly correct wiring problems and hot spots in bus and truck engine compartments, have been introduced by Belden Mfg. Co., 415 S. Kilpatrick, Chicago, Ill.

Want more info? Use coupon on page 107 and you will get it!



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### 826—Brake Sets

Color-coded brake blocks for buses and trucks and power brake lining sets, said to offer greater resistance to wear, smooth performance and dependable stops under severe operating conditions, have been announced by Johns-Manville Sales Corp., 22 E. 40th St., New York 16, N. Y.

Identification system is aimed at helping bus and truck operators get the lowest-cost-per-mile operation, it was claimed, offering styles designed for buses, trucks and trailers and for earth-moving and other similar heavy equipment.

Want more info? Use coupon on page 107 and you will get it!

### 827—Brake Shoes

"Factory-New" lined brake shoes for replacing worn-out ones, thereby offering customers quality brake work by restoring new-car braking performance to a used car, have been introduced by Bendix Products Division, Bendix Aviation Corp., 401 Bendix Drive, South Bend 20, Ind.

Made to original equipment specifications for shoes, linings and lining grinds, brakes are designed for each individual vehicle make and model to fit correctly and to go on easily without time-consuming adjustments, according to the manufacturer.

Want more info? Use coupon on page 107 and you will get it!

### 828—Filler-Plug Wrench

Its first 1959 offering in a "tool-of-the-month" series, "J-42" one-piece wrench developed specifically to ease and speed the removal and replacement of the hex filler plug in the differential of 1959 Fords and Mercurys, has been introduced by Herbrand Division, The Bingham Herbrand Corp., Fremont, O.

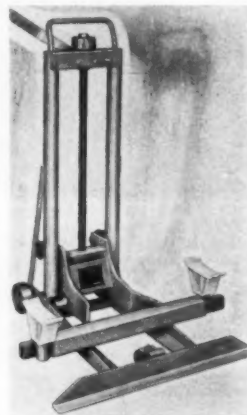
Used with a standard ratchet or hinge handle, tool clears the extra-long stud in the housing which makes this plug a tough one to get at, it was claimed. It is  $3\frac{1}{4}$ " long with  $\frac{3}{8}$ " hex and drive ends.

Want more info? Use coupon on page 107 and you will get it!

### 829—Twin-Saddle Jack

Its  $1\frac{1}{2}$ -ton "Screwball" twin-saddle service jack for handling all cars with long overhang—including the '59 models—and featuring safety stops which securely lock loads at any desired height has been introduced by Hein-Werner Corp., 1200 National Ave., Waukesha, Wis.

Plated Saginaw screw is rustproof and reportedly provides positive lifting action with a minimum of effort.



Relocated side braces provide more strength and clearance, it was claimed, while scooped lifting carriage extends  $360^\circ$  swivel saddles a full  $13\frac{3}{4}$ " under vehicle. Saddles adjust from  $22\frac{3}{4}$ " to  $54\frac{1}{2}$ ". Company also makes two other models—the "AL-31" air lift bumper jack and the "55 Pacer" hydraulic twin-saddle service jack.

Want more info? Use coupon on page 107 and you will get it!

### 830—Lamp, Flasher Guide

The 1959 edition of its lamp and flasher servicing guide, including flasher specifications for domestic and foreign cars and trucks and buses from 1946 through 1959, has been published by Tung-Sol Electric, Inc., 95 8th Ave., Newark 4, N. J. Step-indexed for ready reference, guide has been expanded to include aiming, installation and replacement specifications for the "6000" series headlamps and the "4000" series dual headlamps. It also contains miniature lamp replacement charts, among others.

Want more info? Use coupon on page 107 and you will get it!

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# Only 38 Years Ago---

**A look-back with the retiring editorial director of this journal to yesteryear.**

*(Continued from page 51)*

lines of business, make up too short a span to be particularly significant. But for the automotive industry, which for the most part is a product of the present century, the last 38 years—when viewed in retrospect—loom up as a period of almost incredible changes and developments. Let's glance back at the record. It may be a bit startling even to many who were active in the automotive business in the early '20's.

*Only 38 years ago—*

Following are the names of some of the cars that were being manufactured and sold at that time: Templar, R. & V. Knight, Case, Overland, Leach, Liberty, Seneca, Sheridan, Dorris, Jordan, Cole, National, Dort, Briscoe, Maxwell, Chalmers, Gardner, Oakland, Hanson, Allen, Skelton, Scripps-Booth, Cleveland, Mercer, Standard, Piedmont, Columbia, Maih-Bohn, Dusenbergl, Elkhart, Biddle, Comet, Hupp, Kissel, Apex, Peerless, Velie, Winton, Marmon, Saxon.

Or if those names have faded from your memory, perhaps some of the following may ring a bell: Stutz, Paige - Detroit, Franklin, Pierce-Arrow, Hudson, Essex, Reo, Locomobile, Stanley Steamer, Auburn, American Underslung, Apperson, Peerless, Moon, Mitchell.

All of these, and many more, were active contenders in the automobile market only 38 years ago.

It may be difficult to believe, but at that time there were approximately 125 different makes of passenger cars—or "pleasure" cars—which were regarded as of sufficient importance to be listed in trade journal specification tables.

Of the some 125 recognized different makes of cars at the start of 1921, only the following have survived: Buick, Chevrolet, Dodge, Ford, Lincoln, Oldsmobile, Studebaker, Cadillac.

Though there were a few closed cars coming into the picture 38 years ago, most of the new models being featured by the manufac-

turers at that time were open cars—four- or five-passenger "touring cars" and two-passenger "roadsters" and "runabouts," all equipped with folding tops and removable side curtains. And since it was then only some ten years after the introduction of the self-starter and electric lights, many of the cars still in use were cranked by hand and equipped with gas headlights.

There were general price reductions on automobiles in that recession year of 1921, the usual range being from 5% to 15% in factory list prices. The price of the Ford roadster was cut from \$395 to \$370, and the touring car from \$440 to \$415. The Chevrolet was in a little higher price bracket in those days, as the new low price on both touring car and roadster was \$625. On both lines, prices of closed cars were around \$300 to \$400 more.

At the opposite end of the scale was one of the luxury cars of those days, the Packard, whose 12-cylinder open models were reduced from \$6,000 to \$4,850; and with new low prices of \$6,600 to \$6,800 on the closed models.

Among the other high-priced cars of 38 years ago were the Cadillac, Lincoln, Premier, Kissel, Marmon, Cole and Apperson. The new lower prices on those cars ranged from \$3,000 to \$5,000.

The great postwar development of the automotive industry was well under way in 1921, with total registrations of 9,239,000 passenger cars and trucks at the start of the year. But even the wildest optimists of that day would scarcely have ventured to predict that only 38 years later the total registrations would rise to some 67,000,000 passenger cars and trucks.

Among the most amazing developments are those which have taken place in the parts and equipment branches of the industry.

*Only 38 years ago—*

In 1921 the big future of the allied lines industry seemed to be in the manufacture and sale of auto-

mobile accessories. Cars came "stripped," for the most part, and the owner of a new car was an immediate prospect for such things as a spotlight, shock absorbers, horn, bumpers, spare-tire carrier and tire cover, as well as, later, such essentials as spark plugs, piston rings and brake linings.

Still, though the "accessories" business was flourishing and accessory stores were found on Main Street of every city of any size, the volume was relatively small in comparison with today's automotive equipment industry. In that respect the following data may be significant.

In 1921 the Southern Automotive Equipment Jobbers Association, covering all of the Southeast and Middle South, from Norfolk to New Orleans, though regarded as comprising all the automotive equipment jobbers of commercial importance in that area, had a membership of only 25 firms.

*There's a Contrast Today*

In striking contrast there are today in these same Southern states separate state associations of automotive jobbers with a total present combined membership of around 800 firms.

As will be remembered, though, the "old line" automotive equipment jobbers of 38 years ago did not handle parts, in other than a very limited way at least. They were, primarily, distributors of automobile accessories, along with shop equipment, tools and supplies. The distribution of parts was left to other and smaller operators. It was some years before the "old line" jobbers generally seemed to become fully aware of the fact that there was little future to the "accessories" business, and that if they wanted to stay in the picture they had to become distributors of parts as well as shop equipment and supplies.

1921 was the year when a general movement started to clean up dealer service stations and garages. Open grease buckets and piles of oily rags were removed. Brooms and mops went into action. Dirty, disorderly shops were transformed into reasonably clean and inviting places of business.

P. E. Chamberlain of Denver, head of one of the nation's largest Cadillac agencies, was largely responsible for the transformation. Under the auspices of the NADA he traveled from coast to coast that year delivering his famous "wonderful woman in white" ad-

dress from which the following is a brief excerpt:

"A wonderful woman in white came into our salesroom one day, who was just as spic and span as anything you could imagine, from the tip of her white shoes to the tip of her white hat. We sent her out of there with a new automobile. She was interested in keeping that car as immaculate as she kept her own dress.

"Then one day as I stopped at the little window that looked out from the mezzanine down on the service station, I saw her drive in. I saw her step out of the car, look at the floor and then pick her way over to the service counter. There was a counter all dirty because one of the mechanics had leaned on it. Back of that counter sat a man in his shirt sleeves, with a little cap on the back of his head, a cigarette in his mouth, and with his feet cocked up on the stool. That 'wonderful woman in white' had to step in that kind of a place.

#### A Look and Then Shame

"I was ashamed of my business. Right then I made up my mind that I would see the day when 'that woman in white' could come into my service station—where she had to come dozens of times to every one in the salesroom—and feel as much at home as she would in a dry goods store or any other place."

In the last 38 years the manufacture of motor cars has become a mass-production business, one in which there is no place for the small operator. Nor is there much need for highly trained, experienced workmen in those mammoth and highly systematized plants, where each workman on an assembly line has only one simple function to perform. Machines have gone a long way toward eliminating the need for individual skill and initiative in the manufacture of automobiles.

But it is a different story in the merchandising and service branches of the industry. Here the human equation is just about as important as it was 38 years ago. Here we still deal with individual customers rather than with a mass market.

Experience, training and good judgment are still essential characteristics of the successful executive. Salesmanship is just as important as it ever was. And though complicated machines have been perfected to aid in the diagnosing of motor ailments and the service-

ing of motor vehicles, there is still the same pressing need for individual skill and experience in the shop that there was "way back when" 38 years ago.

This was vividly impressed on me during my last trip to Atlanta, from my home in Florida, a few weeks ago. We stopped in a city of moderate size for gas and oil, then had difficulty in getting the car started again. The trouble seemed simple; the battery was too weak to more than barely turn the motor.

So we moved on to another gasoline station with a battery department and mechanics in charge. But here the recommended quick charge did not remedy the trouble, for we soon found that the battery, though apparently in good condition, would not hold a charge. A mechanic ventured the opinion that the generator was "shot"—a cheering opinion, since it was then Saturday evening and all electrical service stations were closed for the weekend, along with general repair garages and dealer shops.

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The next move was to another gas station which was supposed to have a man who was really competent to diagnose ailments in the electrical system. After listening to our recital he said: "I think I know what's wrong." Then he threw up the hood and pointed a flashlight toward some wiring.

"See that red-coated wire?" he asked. "That leads to the voltage regulator. Chances are, the insulation has worn off the under side of the wire where it rests on the car frame, and if so, your battery

is discharging instead of charging and the voltage regulator might be burned out."

That proved to be the case. But since the voltage regulator was still in good condition, the trouble was soon remedied with the replacement of the defective wire and another quick battery charge.

"But how could you tell what the trouble was so quickly?" we asked.

"Oh, it was just the result of experience," the mechanic explained. "You see, I had that same model

car in here just a few weeks ago with exactly that same trouble. It took much longer then, but eventually we found it."

So in the service branches of the trade, just as in the sales department and the executive offices, training and experience are just as important today as they were 38 years ago.

It takes machines to make machines, but it takes men to sell and service them.

## Kex Products Purchases Rite-Way of Memphis

**P**URCHASE of Rite-Way Products Co., Memphis, Tenn., manufacturer of tire and tube repair materials, has been announced by the Kex Products, Inc., St. Louis, Mo.

Kex will retain its present firm name and continue to have its headquarters in St. Louis.

## Jack Institute Names Munroe

Clifton I. Munroe, Jr., sales manager of Ajax Mfg. Corp., Racine, Wis., was elected chairman of the Jack Institute at a recent meeting in Chicago, attended by representatives of major jack manufacturing companies.

## Wynn Oil Elects Bellwood

Wesley E. Bellwood, formerly secretary-treasurer of Wynn Oil Co., Azusa, Calif., has been elected vice-president, according to President Carl E. Wynn. Bellwood has been with the company for the past eight years.

Appointment of William Curto as manager of The Electric Auto-Lite Co.'s Atlanta battery plant has been announced by Battery Group Vice-President L. L. Garber. Curto joined the company in 1930 at its battery plant in his native city of Niagara Falls, N. Y., where he was most recently production manager.



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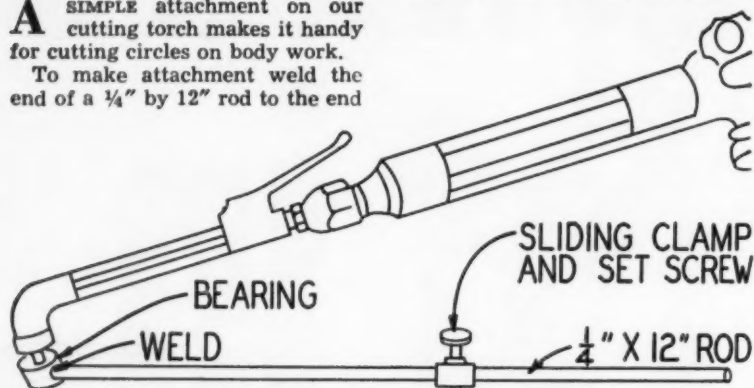
## TIME SAVERS

### To Make Cutting Torch Circle Attachment

A SIMPLE attachment on our cutting torch makes it handy for cutting circles on body work.

To make attachment weld the end of a  $\frac{1}{4}$ " by 12" rod to the end

of a salvaged front-end generator bearing. Make a sliding clamp with a set screw on top and a point



PLACE POINT IN CENTERPUNCH MARK

on its bottom. Set the sliding clamp at desired radius, resting the point in a centerpunch mark or hole. The torch rides in the center of the bearing and allows turning without changing position.—Harry J. Miller, 991 - 42nd Street, Sarasota, Florida.

### To Save Terminal Posts On Ignition Coils

I HAVE saved several of the hollow primary terminal posts on Auto-Lite and Holley ignition coils, which sometimes break off when terminal nuts are tightened or loosened.

The end of the broken primary wire will be seen inside the base of post. With a hot soldering iron, quickly run resin core solder into the post, soldering it to the end of

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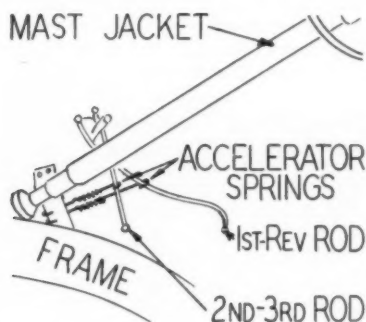
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the primary winding and leaving a small mound of solder on top. Tin the end of an old generator brush wire and quickly stick it to the solder on the coil with the iron.

Use a small short screw and nut through the terminal on the brush wire and that on the original coil wire to connect. Cover with tape and the job is done.—Victor McGee, Bedwell & Cole Auto Service, 310 South 7th Street, Mayfield, Kentucky.

## Eliminating Gearshift Control Rod Rattle

**T**O ELIMINATE gearshift control rod rattle in 1959-model Chevrolet passenger cars, clip a spring from each control rod to the frame



(see illustration). Accelerator springs work fine.—Jim Sirmans, c/o Harrison Chevrolet Company, Marianna, Florida.

## To Disengage Lock Pin On Ford Starter Drive

**O**N STARTER drive or Bendix in 1954-59 Fords, if gear or pinion is engaged before takedown, it is almost impossible to remove the starter, since it must be taken

down piece by piece, and the same problem is faced in replacing it.

I have found a way to disengage or return the gear to neutral: Facing the gear (with the starter ready to install) use the wire brush on electric grinder to spin the gear counterclockwise at a high speed to move the lock pin. Starter drive must be on the shaft to hold it straight and firm. With the gear in neutral position, starter is easy to install.—T. Y. Lockett, 3607 Penway Avenue, Louisville 11, Kentucky.

## Using Ford Clutch Tool As Camshaft Puller

**O**N THE Ford V-8 292-cubic-inch engine, cam bearing failure is common and this in turn stops the oil to the overhead valves by shaft cutting deep into the bearing.

Removal of camshaft is difficult because of the grooves in the bearing. However, we have found that the Ford-O-Matic rear clutch tool (Manzel 77515) and a 7/16" standard bolt, 8" long, make a good

Perfected by **THREE** cooperating automotive engineering groups working as one unit.



Each family of pistons, pins, rings and sleeves are perfectly mated to each other.



**BASIC**

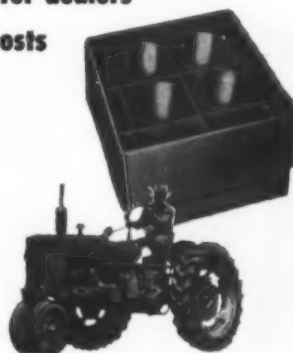
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2617-23 Warwick Kansas City, Mo.

**JOBBERS SERVICE, INC.**  
523 Simpson St., N.W. Atlanta 13, Ga.

**JOBBERS WAREHOUSE**  
216 W. 29th St. Okla. City, Okla.

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**TOOL & PARTS WAREHOUSE, INC.**  
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2816 Commerce St. Dallas 26, Texas

**TOOL & PARTS WAREHOUSE, INC.**  
111 N. Gable St. Houston, Texas

**BASIC SLEEVE ASSOCIATES**



puller.—T. Y. Lockett, 3607 Penway Avenue, Louisville 11, Kentucky.

## Replacing Reverse Band On Powerflites

**W**HEN replacing a broken reverse band on Powerflite transmissions, approximately two hours work can be saved by the following method:

Jack up car and drain transmission. Remove oil pan, valve body assembly and rear support

mounting bolt, and jack up transmission approximately one inch above rear cross member. Remove drive shaft and brake drum and then remove extension housing bolts, sliding housing from rear shaft.

Next, remove reverse drum, support plate and rear shaft as a unit. Replace broken reverse band and reassemble transmission. This method eliminates the removal of cross member exhaust pipes and transmission case. — Ray Penning, Service Manager, DeWitt

Motor Co. (Dodge - Plymouth), Wilmar Park, Concord, North Carolina.

## To Improve Small Tool And Parts Index

**A**N ILLUSTRATED drawer index has improved considerably for us the time-consuming job of locating small tools, nuts and bolts, etc., kept in shallow labeled drawers.

The typewritten index is secured to the sloping tool panel on top of drawer cabinet. Each item is numbered to correspond to the number on each drawer so that when an item is desired, it is a simple mat-



ter to locate it on the index and go right to the numbered drawer. Sheet is protected from dirt and grease by a thin, clear plastic cover, which is fastened by wood strips tacked on around edges. These can easily be removed to alter index.—H. J. Gerber, Assistant Professor, Oklahoma State University, College of Engineering, Stillwater, Oklahoma.

## Repainting Two-Tones To Please Customers

**W**HEN repainting cars in two tones, especially for women, we have learned that while the customers make the selection of colors, sometimes after the car is painted they find the colors are not what they thought they wanted!

To avoid this grief, we paint the colors selected on old body panels before we begin the job on the car. Within a day or two, we phone the customer to come look them over. It is somewhat of a shock to find how many customers change their minds! However, we feel the time and material we use is well worth the effort in making up a job that pleases. — Stan Clark, Stanley Clark Service, Box 2162, East Bradenton, Florida.

**provides Greater Brake Parts Coverage with these Service Assortments!**

**EIS AUTOMOTIVE CORP., Middletown, Conn.**

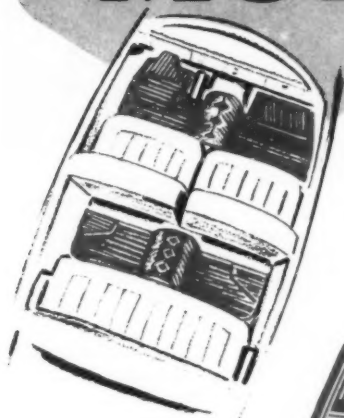
You're never out of stock when you keep these EIS Brake Parts Assortments handy! Ask for Catalog No. 26H-18 and Assortment Sheet No. 27H-18 and choose the assortments that fit your trade! Order enough back-up stock for the selections you make and see how your service work is speeded — how your profit picture becomes brighter! Get set for the big, brake service season with EIS Assortments and with the new, EIS Power Brake Parts and Kits! Now, more than ever, EIS is THE Brake Parts Line!

Your sales get a boost with the SMART, NEW, FAST SELLING

# MONKEY GRIP

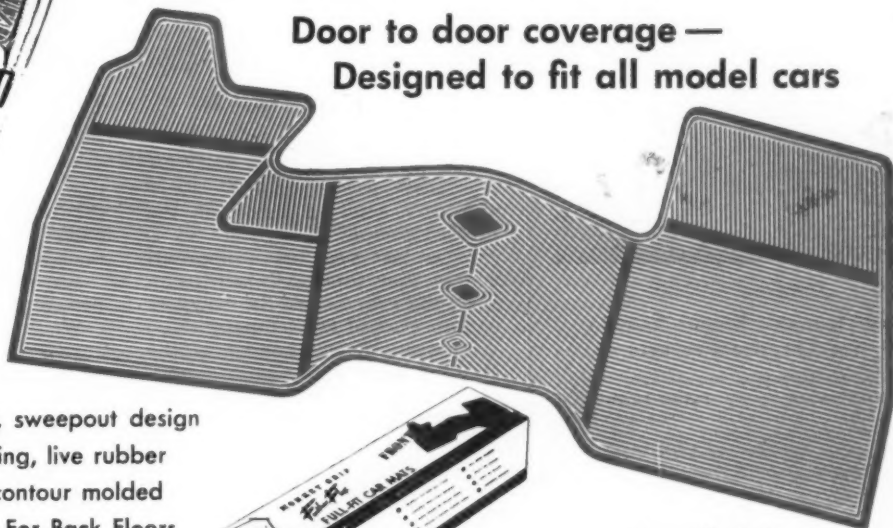
Feather-Flex QUALITY

# FULL-FIT CAR MATS

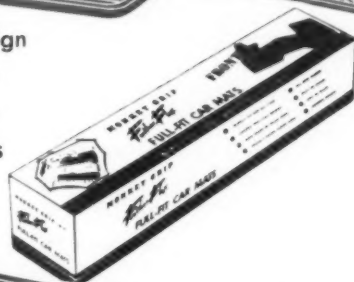


See us at the  
**IASI SHOW**  
Feb. 18, 19, 20, 21,  
1959  
Spaces A-223, 225,  
227  
Navy Pier  
Chicago, Ill.

Door to door coverage —  
Designed to fit all model cars



- \* New easy-to-clean, sweepout design
- \* All new, long wearing, live rubber
- \* Non-skid back — contour molded
- \* For Front Floors — For Back Floors



Available in  
**9** Harmonizing  
colors —

- Texas Tan
- Spruce Green
- Yellow
- Black
- Turquoise
- Fire Engine Red
- Grey
- White
- Royal Blue

FULL-FIT CAR MATS are  
packaged in colorful,  
eye-catching cartons.  
They make attractive display  
in store, window or  
service driveway.



FREE  
CATALOG  
and sales literature  
available upon request

Fine Products of

**MONKEY GRIP SALES CO.**

address  
P. O. Box 6170  
DALLAS, TEXAS



## Tool Tips for the Mechanic

### Ford-Mercury Gasket Holder

The Snap-on® GA-62 Water Pump Locator is a handy and efficient gasket holder and intake manifold locator on the Ford and Mercury. See page 78 of Snap-on Catalog W.

### Buick Valve Lifter Service

The Snap-on CF-101 Piston Pin Extractor Set works fine for pulling Buick hydraulic valve lifters. See page 87 of Snap-on Catalog W.

### NEW TOOL



#### Snap-on S-9480 Torsion-Aire Height Gauge for Chrysler Products

With this tool you can determine if the Torsion-Aire suspension is out of level and make adjustments accordingly. Simply attach gauge to torsion assembly, set adjustable sleeve at left to manufacturer's recommended height setting. If liquid level at center shows on 0, torsion setting is correct. If gauge is off 0, tighten or loosen torsion bar to bring gauge reading to 0. Use on all Chrysler products with Torsion-Aire suspension. Ask your Snap-on man for full details.

### Voltage Regulator Service

The Snap-on TMA-3 3/32" Hex Head Screwdriver and Snap-on Midget Handle are just the tools for adjusting 1958 Delco-Remy voltage regulators. See page 10 of Snap-on Catalog W.

### Stop Light Switch Service

Use the Snap-on A-167 Ratcheting Spanner to service the new type stop light switch. Most new cars are now using a slightly off size (between 15/16" and 1") switch. Regular wrenches will not service, but the A-167 works fine. This tool is originally designed for turning speedometer cable nuts at the transmission end. See page 78 in Snap-on Catalog W.

Get your copy of the new Snap-on Catalog W. Ask your Snap-on man or write direct. Watch for further Tool Tips in future issues of this publication.

**SNAP-ON TOOLS CORPORATION**  
8050-B 28th Avenue • Kenosha, Wisconsin



Attendees at a recent three-day World Bestos replacement sales convention in Indianapolis, Ind., conducted by J. W. Greenen, who is the manager for replacement sales, heard President R. A. Riley present a resume of successful 1958 sales accomplishments. Riley also introduced new products of the company and outlined plans for developing new markets for both organic and metallic friction materials.

### Jobber News

(Continued from page 61)

through the back door. A traveling crane will lift up to six tons. The shop occupies 1,750 square feet and employs three of the firm's 12 employees.

Sales last year were approximately four times as much as in 1949, the year before the Sawyers became part of the company.

Makirma Corp., housed in the building also, is a separate company owned by Tom and Dick Sawyer, sons of Pete; Lee Cole and James Klinefelter. This firm is concerned chiefly with bearings, belts and hydraulic hose sales to Anniston industries.

### Kentuckians Approve Firm For Insurance Program

DIRECTORS of the Kentucky Automotive Wholesalers Association have selected Bruce Dodson Co., Kansas City, Mo., for their workmen's compensation insurance program.

#### President Wright



Joe B. Wright of Mayfield, president, also announced that the five-month-old KAWA had heard representatives outline various programs on fire and hospitalization insurance "but feel these should be investigated further and other companies contacted before reaching a definite decision."

An executive secretary is expected to be named very soon.

W. B. McGee of Louisville and John H. Yellman of Lexington are vice-presidents and Gaylord E. Pack, Jr., of Paintsville is treasurer.

### Motor Supply of Savannah Opens Second Branch

MOTOR Supply Co., Savannah, Ga., has opened a second branch store—to be known as the "Montgomery Street Branch"—at 5101 Montgomery St. in that city, according to Sales Manager R. F. Coleman.

Said Coleman: "The other branch, known as our 'Cross Roads Branch,' which we opened in May of last year, is located at 50th and Skidaway Road. With these two branches we feel that we are now in a much better position to render prompt, efficient service to our many good customers in these two areas."

### Dana Promotes Schomburg

Promotion of W. H. Schomburg to assistant general sales manager of Dana Corp., Toledo, O., has been announced by C. C. Dybvig, vice-president—sales. Schomburg, who joined the corporation in 1945, replaces L. L. Dodge, recently named vice-president—administration.

# ALEMITE GIVES YOU

# big service and protection benefits

*with your  
lubrication equipment!*

**Service depots coast-to-coast!** Alemite maintains 484 lubrication equipment service depots across the country. These service depots maintain complete stocks of repair parts, economical replacement kits, loaner equipment, and up-to-date service reference literature. They're also equipped with special tools and testing facilities. Wherever you are located, Alemite service is nearby.



**Unequaled warranties!** Because Alemite offers only products of proven dependability and performance, you can have complete protection in writing. **Only Alemite offers all three:** (1) a 27-month warranty on sealed-in pump power units; (2) a 12-month warranty on equipment; (3) a 12-month warranty on high-pressure hose.



**Expertly trained men!** Alemite field service depots are staffed with men who are thoroughly qualified to handle all service and maintenance work on your equipment. They actually assemble and disassemble Alemite equipment in regular training schools. Regular improvements and changes keep Alemite service depots modern and up-to-date.



**Installation by factory-trained specialists!** To assure the excellent performance which you expect from Alemite equipment, plant-trained Alemite specialists handle every detail of its installation. It's one more reason why you get quality products—and then some—when you choose Alemite!

For name of service depot nearest you, write Alemite, Dept. AW-29, 1850 Diversey Parkway, Chicago 14, Ill.







Employees of Coiner Parts Co., Staunton, Va., are pictured here with their wives at the company's annual Christmas dinner. Seated at the head table are (l. to r.): Herrman Collins (in charge of counter salesmen) and Mrs. Collins; Owner Blair C. Coiner and Mrs. Coiner; Manager Charles E. Kennard and Mrs. Kennard; Horace A. Fultz, office manager, and Mrs. Fultz, and "Dusty" Shaver, who provided professional entertainment for the evening.

thousands of service stations are  
**INCREASING PROFITS**  
recommending

## MARVEL

### ENGINE PROTECTION TREATMENTS\*



#### CURES ENGINE MISERIES

by dissolving sludge and varnish, freeing hydraulic valve lifters, permitting valve lifters to operate quietly.

\* Every MARVEL TREATMENT (with new cartridge, crankcase oil and service) is at least a \$10 sale!...BIGGER SALES...BIGGER PROFITS!

#### KEEPS ENGINE HEALTHY

by lining all critical parts with oil film that positively reduces engine wear and tear, keeps valves and lifters free, cools high heat areas as it lubricates.



Write to  
**MARVEL DIVISION**  
EMEROL MANUFACTURING  
CO., INC.

331 North Main Street  
Port Chester, New York

#### Henning Retires at Weaver


Earl C. Henning, domestic sales manager of Weaver Mfg. Co., Springfield, Ill., retired Dec. 31 after 31 years as a sales executive with the company. He is a past director of National Standard Parts Association.

#### Fire Destroys Florida Firm

A fire on Jan. 5 destroyed Taylor Parts & Supply Co., Inc., Panama City, Fla., according to James M. Taylor II, vice-president and sales manager of Taylor Parts & Supply Co., Andalusia, Ala.

Obviously some fishing took place at a special sales conference held recently at Moog de Mexico in Mexico City, a division of Moog Industries, Inc., with headquarters in St. Louis, Mo. On hand for a marketing conference with principals of the Mexican division and a group of Mexico City jobbers were (l. to r.): Phil Trembol, special accounts sales manager; Kenny Holland, district sales manager and winner of a sales contest; Claude Suttles, sales manager and a native of Atlanta, Ga.; Joe Giebe, assistant sales manager (with 122-pound fish he caught in Acapulco Bay), and J. B. Bushyhead, vice-president—sales.





designed to

the No. 1 Safety Defect\*

Illustration actual size

Arrow designs  
with the

FLEET  
in mind!

Arrow Giant Stoplights are available  
for flush mounting (Model 499) or  
bracket or stud mounting (Model 498)

**SAFETY  
DEVICE  
COMPANY**

GEORGETOWN 3, DELAWARE

COMPLETE AUTOMOTIVE LIGHTING SYSTEMS, SAFETY EQUIPMENT AND MIRRORS

A full 7 inches of intensely brilliant light screams "STOP!" whenever your driver applies the brakes. Arrow's Giant Stoplight provides over 38 square inches of light that projects an instantaneous warning thousands of yards away!

**...it's "maintenance-free"**

- corrosion-resistant brass socket
- "seal-lite" pigtail design
- fadeproof, shatterproof lens
- asphalt-impregnated gasket for flush mounting
- one piece body construction

\*Rear end lighting, according to a survey made by The Inter-Industry Highway Safety Committee

ASI SHOW — BOOTH C276-278



This group of district managers and salesmen recently attended one of a series of annual sales conferences held by Raybestos Division of Raybestos-Manhattan, Inc., in Bridgeport, Conn., where the company's 1958 sales campaign was outlined in detail by Sales Manager J. L. McGovern, Jr. (numeral "1"). Other sales conferences were held in St. Louis, Mo., and in San Francisco.

### McCord Replacement Sales Directed by Rochelle

WILLIAM C. "Bill" Rochelle has been appointed sales manager of the replacement division of McCord Corp., Vice-President W. E. Imhoff announced.

Rochelle joined McCord in 1938 as a district manager. Subsequently he was appointed field sales manager.

### Johns-Manville Elects Biggers

John David Biggers, chairman and chief executive officer of Libbey-Owens-Ford Glass Co. of Toledo, O., has been elected a director of Johns-Manville Corp.

Mrs. Mary D. Henson of Marianna Auto Parts and Supply Co., Marianna, Fla., was the recipient of the 1958 Individual Achievement Award, given each year by the Florida Automotive Wholesalers Association to the member "contributing most to various association projects and the industry at large." Despite the loss of her husband, Fred, who died as a result of an automobile accident a year ago, Mrs. Henson has "carried on the business in the finest tradition," according to FAWA's executive secretary, Charles H. "Chuck" Davis. The award was made at the association's fourth annual convention.



**FEATURE**  
**Rust Master Products**  
the **FINEST FAMILY** of  
MOTOR CARE PRODUCTS  
in the **NATION!**



### RUST MASTER PRODUCTS SPELL PROFITS

- keep motors humming sweet and smooth year round
- guaranteed to give top car care
- made by a well-known, long-established manufacturer
- nationally advertised
- nationally accepted
- popularly priced

**Rust Master**  
*Chemical Corporation*

Manufacturers of Automotive Chemicals  
50 CREIGHTON ST., CAMBRIDGE 40, MASS.

NO FUSS  
NO MUSS  
JUST POUR  
NO MORE

SELL THE  
YELLOW DOT . . .  
IT SELLS ON  
THE SPOT.





Appointments of Carl W. Sachs (top) as marketing manager and John MacMurray (bottom) as sales manager of Grey-Rock Division of Raybestos-Manhattan, Inc., Manheim, Pa., have been announced by S. R. Zimmerman, Jr., general manager of U. S. Asbestos-Grey-Rock Division. Sachs joined the company in the shipping room in 1924 and, progressing through a number of positions, was named assistant sales manager in December 1954, the position he held prior to his present appointment. MacMurray has been with the division since 1935, when he was assigned a territory including Maryland and the District of Columbia. In 1947 he became district manager for the territory including West Virginia and northern Kentucky, and held that office until his present appointment.

### Monkey Grip Opens in Charlotte

Establishment of a branch warehouse for its tread rubber division in Charlotte, N. C., has been announced by Monkey Grip Sales Co., Dallas, Texas. Heading the operation will be Sam Flanagan, sales manager of the division, and F. L. "Hody" Spies, Southeastern zone manager.

### Namsco Names Treichel Firm

Namsco, Inc., wheel cover manufacturer of Bellwood, Ill., has announced expanded factory repre-

sentation through Harold C. Treichel Associates from a territory including Kentucky and West Virginia to an area encompassing Kansas and Missouri.

### Pratt Picks Hill

William Floyd Hill has been appointed sales representative for Pratt Muffler Division by Director of Sales James F. Flanagan. Headquartering in Dallas, Hill will cover Texas, Oklahoma, Arkansas and Louisiana.

### Kansas City Body Hears Fromm

Principal speaker at the January meeting of the jobbers' section of the Automotive Trades Association of Greater Kansas City (Mo.) was Martin Fromm, executive secretary of The Automotive Warehouse Distributors Association and head of Martin Fromm & Associates, advertising agency. Fromm stressed the importance of a well-defined program in order to enlist the interest and cooperation of the members.

## NEW "RITE-RING" DRIVEWAY SIGNAL

BY

# ACME



**No. 700**

Laboratory and field tested for over 40,000 trouble-free "rings" on up to 200 feet of continuous hose.

**MOUNT IN UPRIGHT POSITION**



**No. 705**

REPLACEABLE INDUCTION COIL ASSEMBLY can easily be replaced by any service station operator without the signal bell leaving the service station.



Write today for our complete new catalog

## ACME AIR APPLIANCE Co., Inc.

205 NEWMAN STREET • HACKENSACK, N. J.



3-F

## HOW GOOD ARE YOU?

Can you make one word out of these letters?

# EDORNOW

Bring your solution to either Booths 243 & 284 at the AAMA Show in N.Y. (Feb. 2 thru 5) or Booths A-36-38 at the IASI Show in Chicago (Feb. 18 thru 21) and ACME will give you a "Genius Award".

Relax each month with the ACME "Problem Corner"





Neal Greenfield, rear center, holds regular and deep socket wrench set with ratchet, gold plated at cost of \$380, presented by S-K Tool Co. for distributor selling most S-K tools in U. S. Presentation was made during recent annual sales meeting of Greenfield force and shown are: Center circle, clockwise—O. C. Wetzel, Andy Dent, G. M. Heid and R. E. Lee; outer circle—O. B. Hartge, Joe Elsby, E. D. McCarter, Norman Velisek, S-K district sales manager; G. B. Greenfield, Neal Greenfield, Bob Sherwood, S-K sales manager; A. Y. Hardie, Floyd Rye, C. V. Brewer and Morgan Cole.

on every  
**OVERHAUL**  
be sure you

**P&D-ize**

**for Top Performance**

Your tune-up is not complete unless you P&D-ize the whole ignition system. Then you can be sure of customer satisfaction - for P&D parts are warranted a full year. Get into the P&D-ize groove - learn the P&D story for Performance, Dependability - and Profit!



**P&D MANUFACTURING CO., INC.**

STARTING - LIGHTING - IGNITION

19-02 STEINWAY ST., LONG ISLAND CITY 5, N. Y.

Export Sales: Borg Warner International, 36 So. Wabash Ave., Chicago 3, Ill.

### Isn't Neal Greenfield Cotter Key King?

NEAL Greenfield, Fort Worth, Texas, manufacturers' representative who passes out giant cotter keys (pins) to favored business associates, once bought what was probably the biggest single delivery of cotter keys ever made to a manufacturers' representative.

It was at the end of War II when North American Aviation at Grand Prairie, Texas (between Fort Worth and Dallas), found itself with a vast surplus of cotter keys—eight and one-half railroad carloads, to be exact.

Greenfield bought the entire lot for an unnamed price and it turned out to be one of his best business deals, he says, declining, naturally, to divulge the amount of his profit.

"The North American people told me there were 354,000,000 cotter keys, of various sizes, in the eight and a half carloads," Greenfield recalls.

"I got on the telephone and sold a substantial amount of that order to various factories—a carload here, another carload there, half a carload elsewhere. However, some of those cotter keys are still in this territory, where we sold them in quantity. It was distress merchandise, and a bargain."

Although Greenfield won't reveal the financial considerations, everyone has a right to do guesswork arithmetic. In that many cotter keys there are 2,458,333 plus gross. Now, if Greenfield made a net profit of, say, even 5 cents a gross....

The cotter key he gives away is 7½" long over-all, weighs ¾ pound, is fully chrome-plated. It is made from half-round stock ¾" in diameter, making it ¾" in diameter where the half-round sections meet. Cotter keys this size



Robert T. Cherry has joined McEwen Cherry Co., manufacturers' representatives of Nashville, Tenn., as a special salesman traveling the mid-South area. He is the son of the firm's founder, J. McEwen Cherry, and a former lieutenant in the U. S. Air Force. He attended The Citadel at Charleston, S. C., and the University of the South at Sewanee, where he graduated with a B.A. degree. Cherry is married and resides with his wife and child in Nashville.

are actually in use, they could probably be "keyed" with a wrecking bar. Each one Greenfield gives away bears a neat plate with the initials, NGSCO, for Neal Greenfield Sales Co.

The firm has 38 lines, including a cotter key line.

(Editor's note: Although the dictionary and catalogs list it as cotter pin, in the automotive industry it is generally a cotter key.)

Wilton Looney, president of Genuine Parts Co., Atlanta, was re-elected president of National Automotive Parts Association at its recent annual meeting. Robert L. "Bob" Stacey is the executive vice-president of the group, which moved its headquarters last month to Chicago. The meeting was held early in December.



## Kentucky Firm Ups Blanton

Norman Blanton, former counterman for Womwell Automotive Parts, Harlan, Ky., is now store manager and will travel the Harlan territory as salesman, according to P. W. Shaw, purchasing agent for the firm at Lexington.

## Greiner Buys Borden-Aicklen

Borden-Aicklen Auto Supply of New Orleans, La., has been purchased by Joe Greiner, former

general manager of Greiner Auto Parts of that city. Greiner stated that he had always wanted his own business and the move fulfills a long-awaited ambition.

## Davis Auto Names Mrs. Davis

Mrs. V. P. Davis has been elected president of Davis Auto Parts Co., Inc., Greenville, S. C., to fill the office of the late Victor P. Davis, who died last November. Alex Davis continues as general manager.

# LEE

proudly presents the new...

## Resin-weld<sup>®</sup>

### ONE-PIECE-CONSTRUCTION

# OIL FILTER

*Completely New*

**\*THE ONLY FILTER THAT COMPLETELY REMOVES BOTH SLUDGE AND ACIDS—THE DEVELOPMENT THAT ELIMINATES FILTER-FAILURE!**

**New!** BUILT-IN NEOPRENE CENTER POST SEALS!

**New!** MULTI-FLOW PERFORATED CENTER TUBE OUTLET!

**New!** TOP AND BOTTOM ELECTROLYTIC FINISH STEEL CAPS!

**New!** ELECTROLYTIC STEEL FINISHED SHELL! NO PAINT TO DISSOLVE AND CONTAMINATE THE OIL!

**New!** FULL-FLOW UNRESTRICTED BODY SHELL AND TUBE WITH AS MANY AS 3,000 INLET AND OUTLET APERTURES!

**New!** HEAT-TREATED AND CURED ACCORDION-PLEATED, RESIN-IMPREGNATED, FULL-FLOW ELEMENT!

**New!** FERIDUM<sup>®</sup> ANTI-ACID ANODE CATALYST!

LEE FILTER has done it again with an entirely new kind of oil filter—the LEE Monolithic (one-piece) Resin-weld<sup>®</sup> Filter with Dual-Dimension filtration—full-flow oil filtration PLUS electrolytic, anti-acid Feridium<sup>®</sup> filtration. IT'S THE ONLY FILTER THAT REMOVES BOTH SLUDGE AND ACID!

Exclusive resin-welding of all filter components makes possible for the first time an irreversible thermo-setting grip, more powerful than rivets or other metal fastening devices. The heated and cured filtering element is bonded or welded in the process. This LEE process makes the Resin-weld<sup>®</sup> Filter look like what it is—A FUNCTIONAL PART!

The LEE Resin-weld<sup>®</sup> Filter is produced with pre-determined filtering characteristics thereby insuring positive, predictable performance. Filter-failure caused by collapse, bypass and channelling of the contaminants has been completely eliminated!

LEE Resin-weld<sup>®</sup> Filters conform to functional standards set by SAE, U. S. Army Procurement, Fort Belvoir Research and Development and initial equipment requirements of car manufacturers. Write for Catalog!

LEE FILTER CORP. 41 River Road, North Arlington, New Jersey

## NADA Offers Dealers Protection In Managing Money for Retirement

By JAMES F. COUSINS  
Assistant Treasurer and Controller  
National Automobile Dealers Association  
Washington, D. C.

**R**ECENTLY I heard an automobile dealer say that he had to earn a net profit of at least \$18,000 every year for the next 15 years.

Another automobile dealer who heard the same statement asked, "Why?"

The reply was involved and complicated. But, it could be boiled down to the fact that this dealer had obligated himself to provide certain things for his family that would average about \$18,000 annually. Included were the education of his four children, the purchase of certain properties and the usual living expenses.

I have thought about this conversation several times since I heard it. What this dealer had planned for his family would cost \$270,000 over the 15-year period.

I have wondered too how much this dealer had prepared to leave his family in case he died before the 15 years were up.

I suppose it is natural for accountants to overemphasize (if that's possible) the need for careful management of money. The management of business and people is a popular subject. Everywhere you turn there are articles and lectures on these two aspects of management.

But, other than investment and insurance firms very few people are writing today about the management of money. At least managing money holds no competition to the subject of managing businesses and people.

This is unfortunate. Money is required to start every business. Management of money, as it is related to all other types of management, should be clearly and continually emphasized in all aspects of business.

Let's return to the dealer who is theoretically \$270,000 in debt and



The author is a native of Wilson, N. C., attended public schools at Durham, N. C., and received his A.B. degree in accounting from Duke University in 1938. He is a certified public accountant and joined NADA's staff in January 1953. He is secretary to the NADA insurance committee.

who plans to pay it off in the next 15 years. If this dealer is sincere—and I'm sure he was—he must not only manage his business, his people and particularly his money each year for the next 15 years to provide a net profit of \$18,000 annually, but, he must also include in his management ways and means for his family to have the things they will need and for which he has planned in the event of his death.

Having heard this dealer discuss his business on previous occasions, I am sure that in the event he died his family could realize no more than \$150,000 in cash. Wise investments by his survivors would mean additional income annually.

But, unless the family is forced to make changes in its plans and unless this dealer has padded his projected expenses considerably, it is obvious that this dealer needs substantial insurance protection.

I am not familiar enough with this particular case to analyze whether or not the dealer is adequately protected.

But I do know that from the dis-

cussions that took place as the NADA executive group life insurance program was developed that it was to take care of such cases that the NADA program was inaugurated.

There is ample evidence that many dealers and their key employees, like the one whose conversation I have discussed above, need added insurance protection. They can get it—at economical rates and under the most favorable conditions—in the NADA program.

The NADA program—like all insurance protective programs—is designed to protect the survivors of dealers and their key employees. While it is an investment, the real beneficiaries are those who will be left behind when death comes.

Our studies show that this added protection is needed more by dealers and their key employees than by other employees in the dealership. Consequently, the NADA program does not include everybody employed in a dealership, but only those who hold key positions—owners, partners, officers (full-time, actively employed), department heads and, in some instances, key salesmen.

Because it is an executive program, the average age of the participants is slightly higher and thus the premiums are slightly higher.

There are two schedules in the program. One (schedule "A") covers those dealers who sell less than 150 new cars and trucks annually. In this schedule a dealer can be insured for \$10,000 for monthly premiums of \$14.50. Other officers can get \$5,000 insurance for \$7.25 a month in premiums as can department heads and some salesmen.

The second schedule (Schedule "B") covers those dealers who sell more than 150 new cars and trucks annually. In this schedule a dealer can be insured for \$20,000 with monthly premiums of \$29. Other officers in the dealership (if it is a corporation) can be insured for \$10,000 with premiums of \$14.50 per month. Department managers and some salesmen will be insured for \$5,000 and their premiums are \$7.25 a month.

The amount of insurance and the premiums paid by individuals are halved when a participant reaches



**MR. DEALER:**

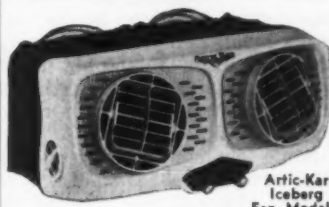
Only  
**ARTIC-KAR**  
of Dallas

*Offers You a Complete  
Line of Automobile*

## **AIR CONDITIONERS**

*Kits Available for all*

**AMERICAN CARS  
FOREIGN CARS  
40 Different Makes  
SPORTS CARS**



Artic-Kar  
Iceberg  
Fan Model  
(Shown)

*Beauty*

*Performance*

*Craftsmanship*

**Yes You**

**Make More Profit!**

**Because**

- **GREATER CUSTOMER DEMAND**  
World Wide Acceptance
- **MORE COOLING CAPACITY**
- **EASIER TO INSTALL**  
All kits shipped with step by step instructions fully illustrated by line drawings.
- **IMMEDIATE DELIVERY**  
All units carried in stock ready for shipment on the day your order is received.
- **NATIONAL ADVERTISING**  
and local sales program for your trade area.
- **CHOICE OF UNITS**  
2 underdash models—Deluxe Trunk plus custom built-in units for foreign cars.

See Exhibit **INTERNATIONAL AUTOMOBILE  
SHOW — Booth 236-A**

Address your orders to

**CAPITOL REFRIGERATION, INC.**

3922 Kolloch Drive, Dallas, Texas

PHONE FR 1-3471

the age of 65. They are again halved when he reaches 70. Thus, the dealer who is insured for \$20,000 and pays \$29.00 monthly in premiums can get \$10,000 and pays only \$14.50 in premiums when he reaches 65. When he reaches 70, the insurance and premiums are again halved to \$5,000 and \$7.25 monthly, respectively.

Employees may contribute to the cost of insurance up to a maximum of 60 cents per month, per \$1,000, or the employer may pay the entire premium. If the employer chooses to require his employees to pay a portion of the premium, at least 75% of all eligible employees must choose to participate in order to obtain coverage in the program. If the employer pays the entire cost of the program, all employees eligible must be insured.

NADA has prepared a booklet entitled "Protection" which will, I think, answer most of your questions. I hope that many dealers will write in for a copy of this booklet. The request should be addressed to the NADA Insurance Committee, 2000 K Street, N. W., Washington 6, D. C.

New enrollments in the program are restricted to the period between Feb. 1 and April 30. By restricting the enrollment period we are able to hold down administrative costs and to keep those who wait until they are on their "death's bed" from rushing in at the last moment.

During the special enrollment period between Feb. 1 and April 30, no physical examinations will be required and there are, for all practical purposes, no age barriers.

I would highly advise every dealer to make a thorough inventory of his financial affairs periodically. I am sure that the dealer who plans his finances carefully and who builds the management of his business and of people around his finances will find it most helpful in realizing the goals he has set for himself.

### **Broward County Picks Moody**

Lester E. Moody of Moody Pontiac, Inc., Fort Lauderdale, Fla., is the new president of the Broward County Automobile Dealers Association. Bill Felos of Conner Brown Cadillac Co., Inc., Fort Lauderdale, is vice-president and H. L. Sherron of Sherron Motor Co. (Chrysler-Plymouth), Hollywood, is the secretary-treasurer.

## **NEW! EXTRA-HEAVY CONSTRUCTION Axle Stands by KEN-TOOL**

**Sure-Grip  
Saddle  
Self-  
Locking  
Tripod  
Base**



**65%  
Overload  
Design  
Non-Tilt**



**3-TON  
T-124**  
passenger  
cars



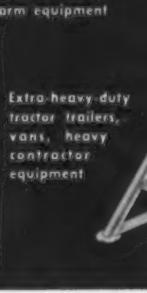
**5-TON  
T-127**  
passenger,  
light trucks



**7-TON  
T-125**  
medium trucks,  
farm equipment



**10-TON  
T-128**  
Heavy-duty  
trucks, buses



**15-TON  
T-129**  
Extra-heavy-duty  
tractor trailers,  
vans, heavy  
contractor  
equipment



**SELF-LEVELING  
TRIPOD DESIGN**

A size for every job... rugged, low-cost... more safety features. Wide tripod base eliminates rocking, even on rough or sloping floors... prevents tipping. Positive-locking, self-engaging lug.

**WILL NOT RELEASE  
UNDER LOAD!**

Built like a surveyor's tripod to eliminate rocking. **Quick delivery from your local jobber.**

**KEN-TOOL MFG. CO.  
AKRON 5, OHIO**



## New Power Source Seen For "Dream" De Soto

A SCALE model of an "idea" car, which conceivably could be powered by a new source of energy, was unveiled last month at the De Soto exhibit during the 51st annual Chicago Auto Show.

J. B. Wagstaff, De Soto general manager and native Tennessean, termed the car and its power theory "an exploration of styling ideas and advanced engineering concepts which might be realized

... within the next generation."

Power for the "Cella I" would involve a radical departure from previously explored engineering concepts, such as the gas turbine engine, the free piston and solar energy machines, according to Chief Engineer and Director of Product A. E. Kimberly.

In the De Soto engineering concept, Kimberly said, hydrogen and oxygen gases would be fed into a cell with the resulting chemical interaction being converted directly into electrical energy. The

electric current would then be utilized to drive four high-speed, lightweight traction motors, one geared directly to each wheel.

Advantages claimed for the propulsion system include maximum traction and acceleration potential, smoother operation, dynamic braking, level passenger compartment floor, long fuel cell life and absence of motor noises.

## New-Car Daily Sales Are Highest in Year

NEW cars are now selling at the highest daily rate in a year, and indications point to a better sales year than originally anticipated, according to the National Automobile Dealers Used Car Guide Co.

Soft spots in the economy which prevent a clear picture in the sales forecast, it was stated, include higher unemployment than before the recession; new housing construction falling below last year's level; new plant and equipment spending remaining below pre-recession rate, and a decline in farm income from the record highs of 1958.

Some leveling is taking place in sales of imported cars, it was reported, although the seasonal decline in registrations is not as great as at this time last year.

The report stated also that the seasonal decline in wholesale and auction sales of used cars continued, but was not as great as at this time last year.

The Midwest and New England regions indicated a rate of decline exceeding the national movement, according to this agency of the National Automobile Dealers Association. The Mountain States rate of decline was slightly less than the national.

## St. Louis Body Meets Feb. 16

A business session in the afternoon and a cocktail party, with dinner dance and entertainment in the evening, will highlight the 51st annual meeting of the Greater St. Louis (Mo.) Automotive Association Feb. 16.

## High Point Elects Bernot

New president of the High Point (N. C.) Automobile Dealers Association is A. R. Bernot, Highland Motor Co. (Cadillac-Oldsmobile). Vice-president is W. F. Mauldin, Mauldin, Inc. (Buick), and T. Carey Ilderton is secretary-treasurer.

**FASTER**  
turnover-  
**LOWER**  
inventory-  
**GREATER**  
profit!



## Sorensen IGNITION PARTS in assortments to fit your needs!

Your choice of six basic selections to make more money fast, on ignition service! Each assortment contains "most needed" stocks of fast-moving, quality-famous SORENSEN parts. All live inventory—matched to your service volume! A simple system that's a proven money-maker. Ask your Sorensen jobber for "Assortment" details now!

SORENSEN SM-11 Assortment, for the average repair shop, provides a varied stock of popular parts with a low-budget investment.



P. SORENSEN

MANUFACTURING CO., INC.  
WOODSIDE, N. Y.

PS-600



Above: The Toccoa unit members of the Independent Garage Owners of Georgia took this picture at their Jan. 13 meeting. Some leaders appear in the photo at far right just before conducting a radio advertising program (l. to r.): C. D. Bedenbaugh of Atlanta, executive secretary of the Independent Garage Owners of Georgia; Ralph H. James of Tulsa, Okla., executive director of the Independent Garage Owners of America; L. J. Howard, president of the Toccoa unit, and Clarence Payne, a member at Toccoa.

### Toccoa Garagemen Push Cooperative Radio Ads

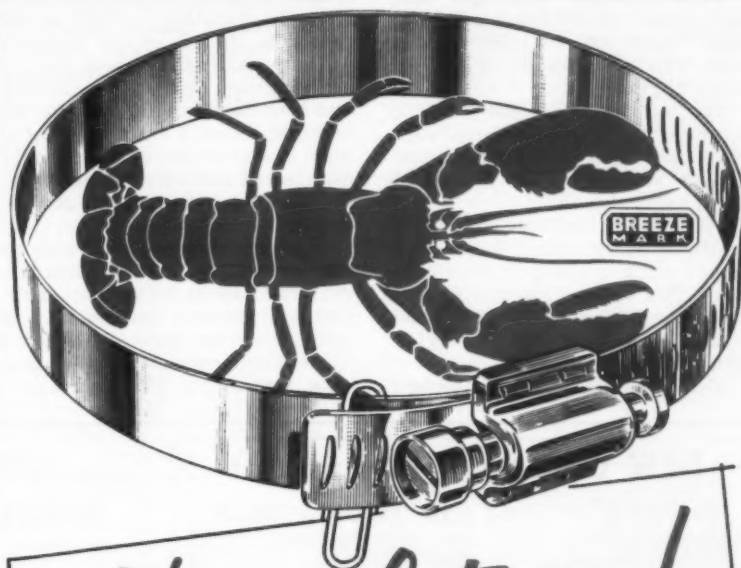
**C**OOPERATIVE radio advertising and clean-up-the-shop campaigns are among the keystones of the program which has been underway by the Toccoa unit of the Independent Garage Owners of Georgia.

Described by Ralph H. James of Tulsa, Okla., executive director of the Independent Garage Owners of America, as probably the most successful unit—for its size and area potential—in the entire country, the Toccoa unit of around a dozen members has been pooling its funds to promote the shops.

Large IGOA signs on buildings, IGOA patches on uniforms, IGOA decals on trucks and service vehicles and individual advertising of the members' businesses have been pushed.

Secretary - Treasurer James Haney, who operates a paint and body shop, has completed a comfortable waiting room.

President L. J. Howard said, "We feel our success as a group of independent businessmen has been due to the educational facilities that have been made available to us by the IGO of America, by the feeling of cooperative endeavor which comes to a group of men who are seeking to improve related businesses and by the way the public has accepted the idea."



*Never lets go!*

AERO-SEAL JET Clamps hang on so tightly that no amount of vibration can shake them loose. Exclusive patented feature permits quick installation with just a few turns of the precision worm drive screw. And they can be removed in a jiffy. AERO-SEALS will last for years and are re-usable. Bands and housings are of 302 - 18 - 8 stainless steel. All stainless also available. They won't pinch or damage hose. Forget cut-rate "look-alikes." Genuine AERO-SEALS sell faster — and satisfy. No extra price for Jets. AERO-SEAL REGULARS if you prefer.

**Aero-Seal JET**  
QUICK ATTACH HOSE CLAMPS

BREEZE CORPORATIONS, INC., 700 LIBERTY AVENUE, UNION, N. J.

# Service Stations Can Add Shop Volume And Ease Existing Mechanic Shortage

By T. O. "TED" ULMER  
Vice-President, Sales and Advertising  
The AP Parts Corp., Toledo, O.

**T**HE automotive industry is now the second largest in the United States. It is bigger than the clothing industry. It has passed housing. It is even giving the food industry a real race for first position.

With 58,000,000 passenger cars and almost 12,000,000 trucks, we have 70,000,000 vehicles on the road. This is equivalent to a car to every 2½ persons.

The automotive industry is big business. Big business brings with it big problems and I would like to call your attention to two of them today.

First, many millions of dollars worth of badly needed automotive repair work is going undone each year. The reason for this is that most maintenance service and many replacement parts are highly deferrable purchases.

For example, shock absorbers

can be used long after they are worn out. Unsafe brakes can be driven for thousands of dangerous miles. Clogged oil filters remain in cars long after they have ceased to filter. Leaky mufflers and pipes remain on cars until they are rotted so badly that they become a real hazard to the life of the motorist.

Every hour that these repairs are postponed means unsatisfactory and even dangerous driving for the motorist. From a business point of view it also means a loss of many millions of dollars in sales for all of us in the replacement parts industry.

The second problem relates to the severe shortage of skilled mechanics. Almost every car dealer and independent garageman will tell you he has great difficulty in finding and retaining skilled, capable mechanics. This shortage is

due to the rapid growth of the car population and to the growing complexity of modern cars with power steering, power brakes, prima-donna-type high-compression engines, four-barrel carburetors, and the like.

We have approximately 775,000 mechanics on the job and it would appear that they could adequately service all vehicles on the road. This is equivalent to one mechanic for every 87 vehicles, but in 1940 we had one mechanic for every 50 vehicles. We need 40,000 new mechanics every year just to maintain the present ratio of one for every 87 cars and trucks. Our vocational and trade schools are turning out only a fraction of those needed.

These, then, are two of the most important problems facing the automotive industry today; the loss of millions of dollars worth of business because automotive repair work is deferred and the shortage of qualified mechanics who are needed to keep our vehicles in proper operating condition.

Now, how do we care for our 70,000,000 vehicles? We do it primarily through three types of outlets, as you know. We do it through 39,000 car dealers, 86,700

## NEW BISHMAN Equipment is Profitable! ASK YOUR JOBBER

<b>TIRE CHANGERS</b>		<b>TRUCK TIRE CHANGERS</b>	
#190 Captive Air Tire Mounter		#192 Tubeless Truck Tire Changer, Power & Hand Models	#150 Barrel Pump-Vapor Proof, 6 Models
<b>TESTERS</b>		<b>HEAD BREAKERS</b>	
#190-50 100% Power, air & electric operated Tire Changer 12"-17 1/2" Wheels		#190 C Head Breaker, Anti-friction Type	
#190 Power Tire Changer, 14" to 17" Wheels		#197 Head Breaker Tubeless Truck Tires 17.5 thru 24.5	#190 C Truck Tire Remover
#195 T Tester for Tubes & Tubeless Tires		#192 Truck, Tractor, Aircraft Head Louener & Tire Remover	#198 SAF-SUR BEAD Breaker
<b>ELECTRIC VULCANIZERS</b>		#196 One Man Bead Expander Tubeless Truck Tires 8.20-15 thru 14-24.5	
#196 Tubeless Tire Tester, Passenger sizes		#125 Rubber Jug, One Piece, Non-Breakable	
#191-50 Air & Hand operated Tire Changer		#193 Valve Seat Puller	
#194 Tubeless Truck Tire Tester to 12.00 x 24.5		#192 Electric Tool & Tire Buffer	
#190 Tubeless Tire Vulcanizer		#425 Tire Spreader, Hydraulic	

**Bishman** 32 Years of Equipment Experience  
MANUFACTURING CO.  
ROUTE 2, OSSEO, MINN.

**Sensational! New! 360° REVOLVING LIGHT**

- ★ FREEZE-PROOF
- ★ WATER-PROOF
- ★ FADE-PROOF
- ★ TROUBLE-PROOF
- ★ EASY TO INSTALL OR REMOVE
- ★ MADE LIKE A FINE WATCH
- ★ BUILT FOR YEARS OF SERVICE

 **HI-BALL TRIPPE**

For wreckers, ambulances, emergency vehicles of all types here is the most eye-catching and effective light you can buy. The price is VERY LOW!

Write or Wire for Beautiful Catalog or Call Your Jobber

**TRIPPE MFG. COMPANY** Dept. F-1  
133 N. Jefferson St. Chicago 6, Illinois

**Mail Coupon Today**

**ARE YOU READING SOMEBODY ELSE'S COPY OF SAJ...?**

Why not get your own subscription so you can always be sure of seeing each issue . . . the price is low and it's all good reading.

**SOUTHERN AUTOMOTIVE JOURNAL**

Department A-11 ☐ New Subscription

804 Peachtree Street, N. E. ☐ Renewal

Atlanta 8, Georgia

Enter my subscription to SOUTHERN AUTOMOTIVE JOURNAL for 3 years.

Name \_\_\_\_\_

Name of Firm \_\_\_\_\_

P. O. Box or Street and No. \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

☐ Enclosed find \$3.00 ☐ Bill me for \$3.00  
(Foreign and Canada \$70.00)



repair shops and 181,700 service stations.

The car dealers are generally well equipped and well staffed, but have very definite limitations. They must service all new cars before they sell them, as well as prepare the trade-ins for resale. In addition, they must then provide service facilities for the cars after they have sold them.

The Ford Motor Co. has put more cars on our highways than all the Ford Dealers in the United States could possibly service. Chevrolet has done the same and so have all the other vehicle manufacturers. The car dealers, numerous as they are, just do not have the service floor area required to take care of their own makes of cars, so we find that they generally service vehicles during the first year or two of ownership only.

The number of independent garages is growing rapidly. There were 40,000 in 1940. Today there are 86,700.

Like the car dealer, the independent garage is generally well equipped to serve his customers. He can do just about any type of work your car might require. He very frequently is loaded with business and appointments to have work done on your car are often harder to obtain than one with your doctor or dentist.

There are not enough car dealers and independent repair shops combined to take care of the service work required on our 70,000,000 vehicles. This leaves us only one type of outlet to pick up the slack



"Ted" Ulmer has been associated with the aftermarket for 20 years. Presented here are excerpts from his remarks at a press conference at Toledo Jan. 28.

—the 181,700 service stations.

The gasoline service station has a number of important advantages which he can easily capitalize on to secure an increasing amount of light repair work.

First, the service station dominates because he has a superior location. Service stations occupy the best corners and are located wherever there is traffic and wherever people live. They are convenient and most of us trade at the service station located closest to our home or place of business. We generally know the service station operator personally, have confidence in him, and if we need or want it, he offers credit card service to us.

Second, the service station sees his prospect—the car owner—more frequently than either the car dealer or the independent garage. People go to the car dealer or garage only when they are already in trouble and realize they need service. This is an average of three or four times a year. We go to our service station an average of 93 times a year. This gives him an opportunity to look our cars over and to suggest new mufflers, tailpipes, shock absorbers and brake lining before a real emergency develops. . . .

Third, most service stations must increase their light repair work and tune-up services to survive. One out of every three service stations is operating at a loss.

Modern three- and four-bay service stations are costly to build and operate. The service station operator grosses only about 19% on gasoline sales, so gasoline is only an overhead carrier. On the other hand, the service station has an average gross profit of 34% on

parts, accessories and oil and let's not overlook the 42% gross profit contributed by mufflers and pipes . . .

Finally, it is very encouraging to note that the oil companies' attitude toward light repair and tune-up work has changed completely. Previously they were afraid that the muffler job on the lube rack might cost them a grease job or an oil change and they discouraged this type of work. They now want their dealers to engage in light repair and tune-up work as they have found that this attracts new gasoline customers . . .

For these reasons we believe that the service station offers the best opportunity today to solve the two problems I mentioned before. They are in an excellent position to get the millions of dollars' worth of deferred business on automotive parts and by doing so they automatically help solve the problem of the shortage of mechanics. As an increasing number of these light, relatively simple, repair jobs are handled in the service stations, car dealers and garages will be able to concentrate on the more complex mechanical work for which both highly skilled men and expensive equipment is needed.

## START PILOT FLUID

now available in 12 oz. Aerosol Cans, Product #1212, (meeting all ICC regulations).

Also available in Pint Cans (Product #1426) and in "Multi-Start" Aluminum Capsules (Product #917)



Distributorships Available

**START PILOT CORPORATION**

Mineola, N. Y.

# FREE!

## "WHAT YOU SHOULD KNOW ABOUT SCOPES"

— Read this FREE expose on scopes before you buy—answers all your questions, such as . . .

### Q. HOW DEPENDABLE ARE SCOPES?

A. Oscilloscopes are used in the most critical military and industrial testing. Automotive scopes designed and built by experienced scope manufacturers offer day-in, day-out dependability. (There's a big difference on this point—read about it in the FREE brochure.)

You owe it to yourself to know these answers — so send for your FREE copy. Send name and address to . . .



**DU MONT** Automotive Equipment Division  
ALLEN B. DU MONT LABORATORIES, INC.  
Clifton, N. J.



## Mercedes-Benz Sales Adds Truck Division

**F**ORMATION of a new truck and bus division by Mercedes-Benz Sales, Inc., has been announced by L. A. Fleener, president of the wholly-owned subsidiary of Studebaker-Packard Corp.

Heading the division will be R. L. Hartzell, formerly with the commercial vehicle division of Daimler-Benz of North America, Inc. Mercedes-Benz Sales, Inc., is the United States distributor for

Mercedes-Benz passenger cars, trucks and buses.

## Raleigh Names Alexander

New president of Raleigh (N. C.) Automobile and Truck Dealers Association is John Alexander, Raleigh Tractor & Truck Co. (International). Other officers are Jack Campbell, Campbell-Honeycutt Motors, Inc. (Studebaker-Mercedes), vice-president, and Ken Reynolds, American Discount Co., secretary-treasurer.



After having relinquished the reins as president of the National Automobile Dealers Association to H. L. Galles, Jr., of Albuquerque, N. M., earlier this month, Dean Chaffin of Bozeman, Mont., has stepped into another topflight job in a new field. He has been elected executive vice-president and a director of the Montana Corp., a statewide investment and holding firm with home offices in Great Falls, where Chaffin eventually expects to headquarter and devote full time to the management of the corporation. He will continue as president of his franchised dealership.

# Heading YOUR Way...

## THE GREAT NEW VAN NORMAN

# ROTARY BROACH

... another approach to  
precision re-surfacing of  
CYLINDER HEADS • ENGINE BLOCKS

VAN NORMAN engineers developed it



### See It In Action!

Visit **VAN NORMAN** Booths C112-118 and D111-117 at the IASI Show, Chicago.

**OR**—write, wire, phone for details. Van Norman Automotive Equipment Company. Division of Van Norman Industries, Inc., Springfield 7, Mass.

**VAN NORMAN**  
PRECISION  
**VAN NORMAN** IN MODERN, EFFICIENT SHOPS—EVERYWHERE!  
MACHINING

## Tung-Sol Names Kelly

Dr. Marvin J. Kelly, chairman of the board of Bell Telephone Laboratories, has been elected a director of Tung-Sol Electric, Inc. Also a director of Sandia Corp., The Prudential Insurance Co. of America and Bausch and Lomb Optical Co., Kelly will receive the 1958 James Forrestal Memorial Award of the National Security Industrial Association for advancing American defense and the 1959 John Fritz Medal for "his achievements in electronics, leadership of a great industrial research laboratory and contributions to the defense of the country through science and technology."

## Two Retire at Ford

Retirement of D. S. Harder and Ray H. Sullivan has been announced by Henry Ford II, president of Ford Motor Co. Harder, 66, was executive vice-president—basic manufacturing divisions from Jan. 1955 to April 1958, and since that time has been vice-president and technical adviser to the president and the chairman of the board. Sullivan, 65, was vice-president with direction over all engine and metal-stamping activities from 1950 until April 1958.

## Air Conditioning Yields (Continued from page 52)

be turned out by noon. Then we devote the afternoons exclusively to air-conditioning installation. We push that as long as we are physically able. Sometimes we tired out and just had to quit."

In January, Mahan was preparing for an enlargement of quarters which will about double shop space for the coming season. First seasonal activity in air-conditioning sales was expected in February. For this new season he expects to have eight to ten mechanics. He will expand the force with mechanics who are qualified in air-conditioning installation and service.

"By far the most substantial profits in the automotive service business are from the sale, installation and service of air-conditioning units," Mahan affirmed.

"But a garageman can hardly drop everything else and specialize in air conditioning. General service customers feed the air-conditioning side of the business and vice versa."

At Dyer Street Automotive, mechanics supply their own hand tools, the shop provides special air-conditioning tools and equipment, such as leak detectors, gauges, valves, scales, regulators, drill motors, hole saws and special wrenches. Mahan says his investment in such equipment is \$3,000.

During the winter months this garage features a "special." That is, an air-conditioning unit can be bought by the car owner at shop cost and installation is cut to \$40. But business is not very brisk on this "special."

"We certainly don't push the 'special' any," Mahan said with a smile.

"We don't promote it, for obvious reasons. But such a deal is good for relations with manufacturers, especially since most manufacturers were left with large carry-over inventories as a result of the off season in 1958."

## Firestone Sees '59 As Biggest Year

THIS year will be the best sales year in the history of The Firestone Tire & Rubber Co., according to a prediction made by Harvey S. Firestone, Jr., chairman and chief executive officer of the 58-year-old firm, at the annual meeting of stockholders.

Firestone reported that sales for the fiscal year ended Oct. 31 were \$1,061,590,801, the fifth time in the last six years that sales topped one billion dollars. Net income amounted to \$53,751,650, he said, with fourth quarter net profit the highest of any quarter in the history of the company.

Sales of replacement tires for the fiscal year set an all-time record for the company, he said.

"We anticipate increased sales of new passenger cars, trucks, tractors and road-building equip-

ment in 1959," he added, "which will enlarge the market for original-equipment tires."

"Motor vehicle registrations are the highest in history, and this should expand the market for replacement tires and hundreds of other products sold through our dealers and stores. These highly favorable sales prospects, and the strength of the Firestone organization, lead us to believe that 1959 will be a year of excellent opportunities and the best sales year in history."

# THE TRUTH ABOUT TUBELESS TIRE REPAIR...

the safe... sure permanent way is the PROVED HOT VULCANIZING PATCH...IT'S EASY TOO!

## "PLUGS" ARE NOT PERMANENT!

Road and laboratory tests show continuous tire flexing chews away at tubeless tire and any "plug". Internal air leaks into tire fabric—eventual tread separation in shoulder area is probable.



## THIS IS THE "LIFE-OF-THE-TIRE" WAY

From outside fill hole with soft, flexible fire dough. Properly apply a hot vulcanizing patch to inside of tubeless tire. Result is a safe, sure... lasting repair... and a satisfied customer.

CAMEL IS THE PATCH TO USE. THE WORLD'S LARGEST LABORATORY RESEARCH AND ROAD TESTING PROGRAM ON REPAIRING TUBELESS TIRES HAVE DEVELOPED CAMEL TIRE AND TUBE REPAIR MATERIALS TO A POSITION OF WORLD-WIDE LEADERSHIP.



WRITE FOR ILLUSTRATED INFORMATION

11 B. EGAN MANUFACTURING CO.

MUSKOGEE / OKLAHOMA

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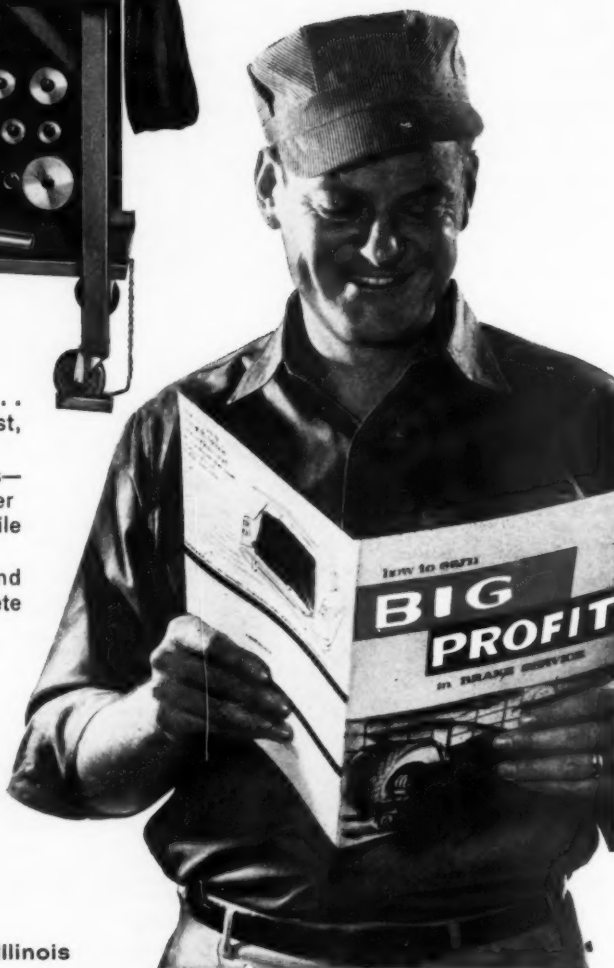
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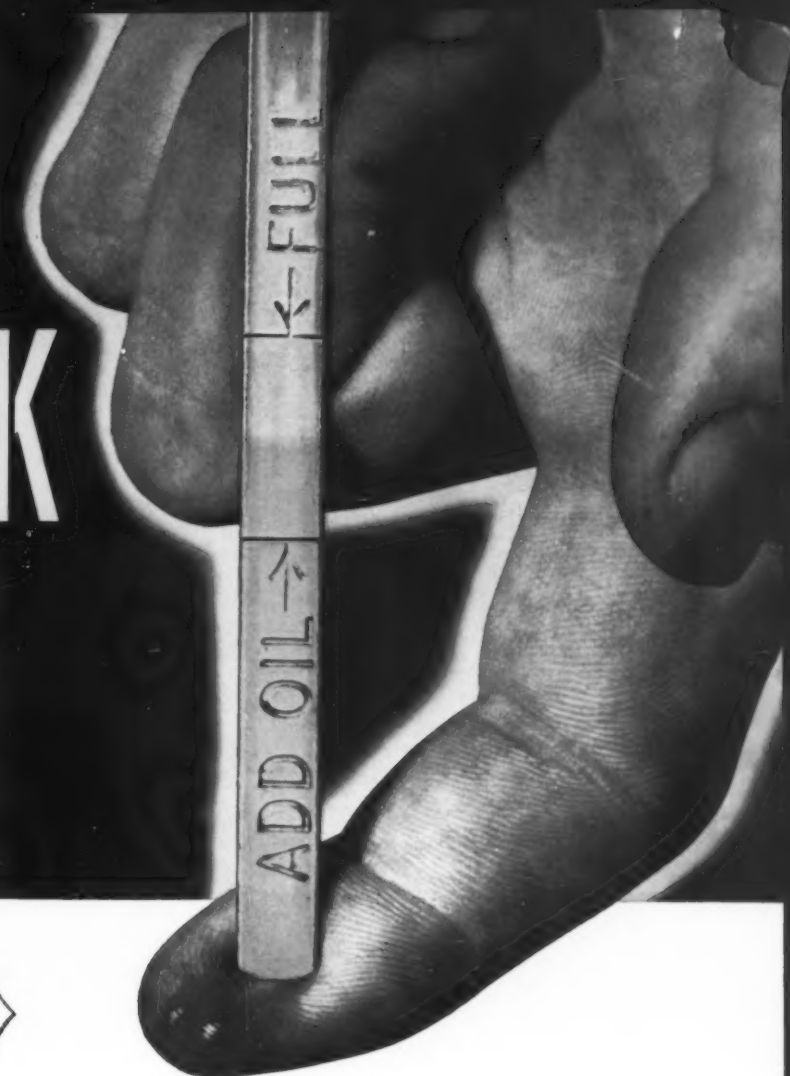


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